SOUTHERN AUTOMOTIVE JOURNAL

OCTOBER, 1956

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

Pushing Profits by Three P's page 51

Chevy Offers Fuel Injection page 53

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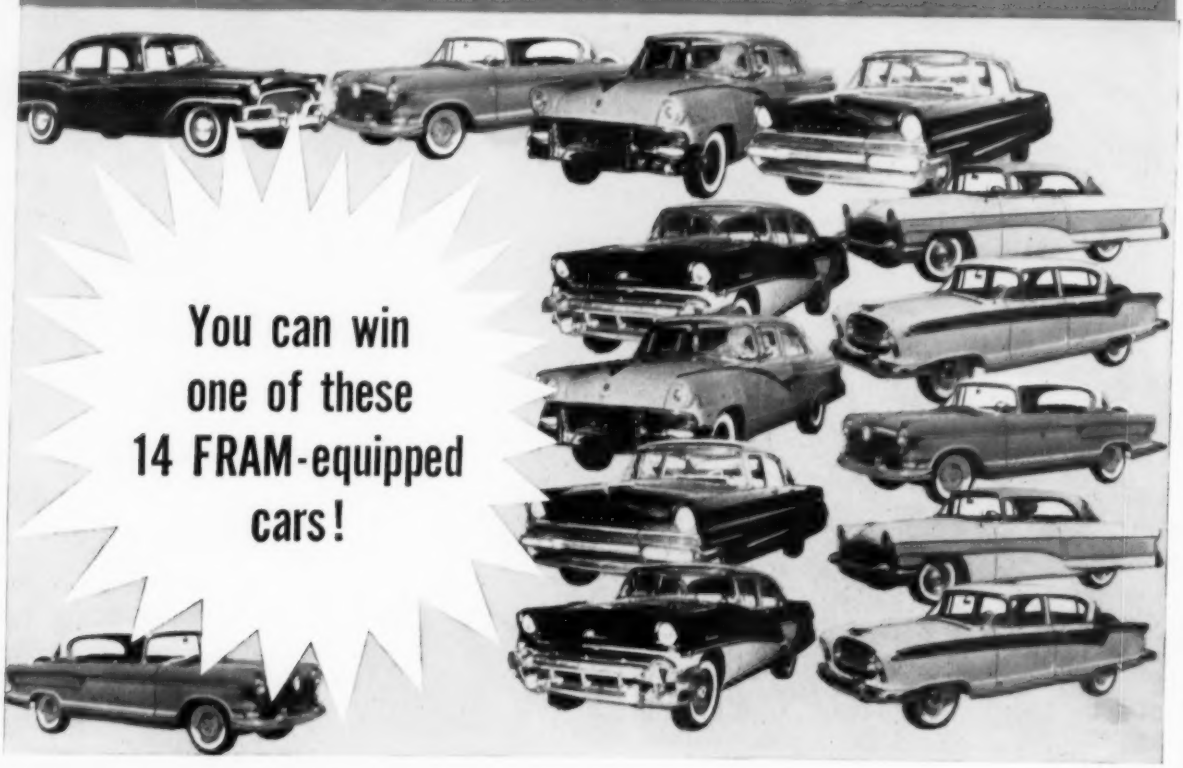
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Volume 36 Number 10

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 36 OCTOBER, 1956 No. 10

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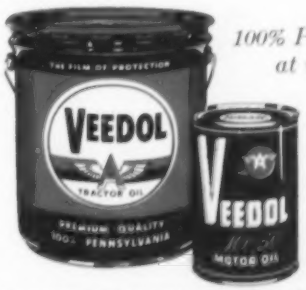
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UNDER THE WINGS OF THE **FLYING A**



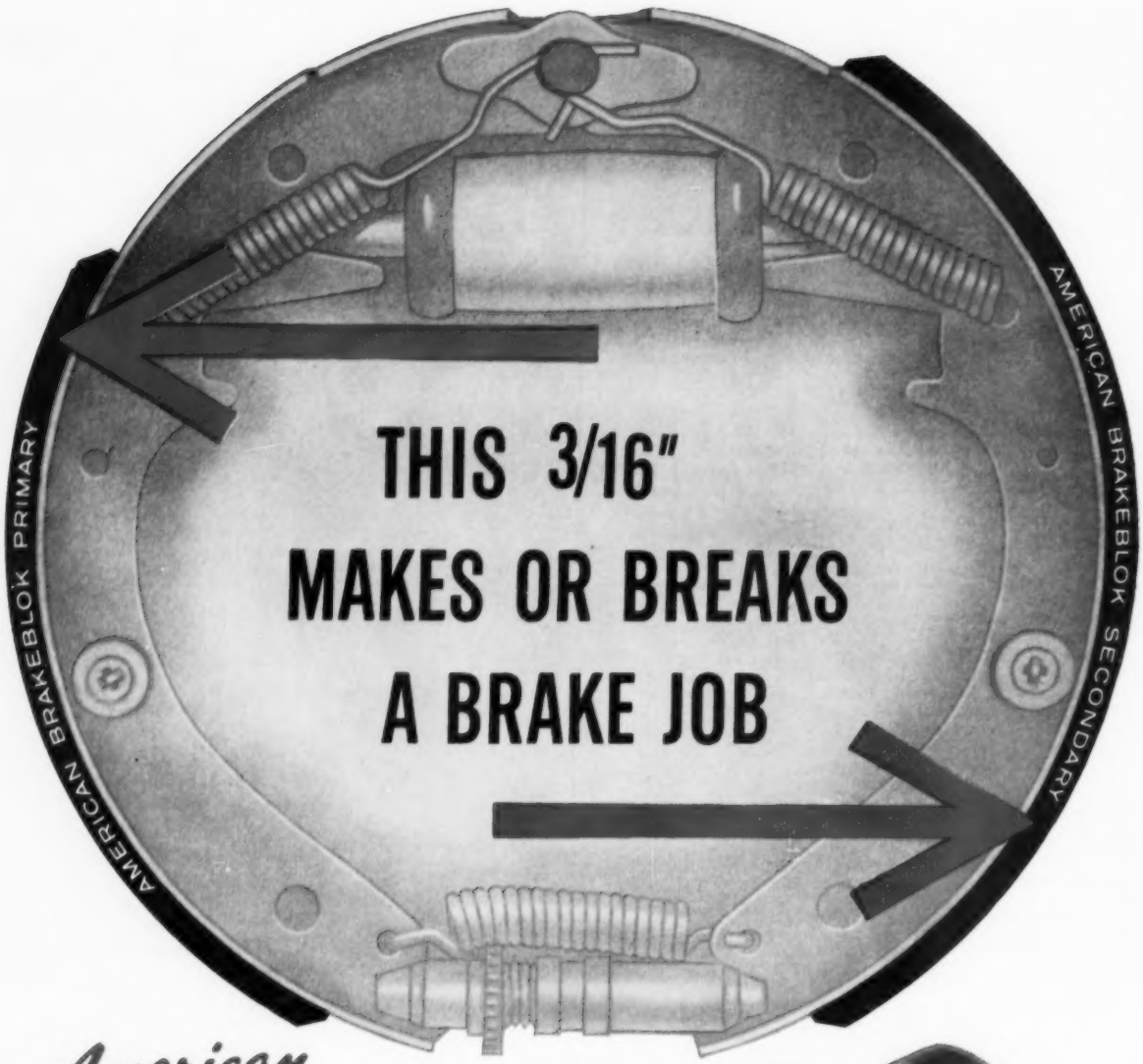
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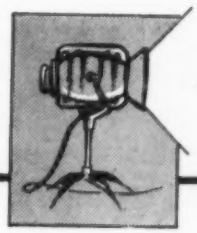
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Automotive SPOTLIGHT

October, 1956

The service market is going to be 15% or better next year than in 1956. Bread and butter to so many millions, shop operations are going to boom in '57. One well-placed authority for the statement is a man whose job is to know. He's T. E. Waterfall, president of the MoPar Division of Chrysler Corp. Said he to SAJ editors during an interlude in the annual Chrysler press conference early this month: "We're counting on 15 to 18% more business in our division next year. You'll remember the record number of cars sold in 1955. A world of them are going to be ready for some real service next year."

Wanta know who's got the "hot" car for the new sales year? While that Texas-loving Texan, "Tex" Colbert, reported Chrysler had spent $300 millions on its new models, Ford Motor Co. cited an expenditure above $200 millions and GM recounted hundreds of millions invested in the '57s, the question recurred at press showings on which factory might be termed as having the lead. Critical press men gave varying answers, but the most seasoned ones came up with this probable best appraisal: The "hot" line will be the one with the "hottest" dealers. That's another way of saying the best merchandise still has to be sold, not simply delivered.

Some really new engineering features are coming in '58 models. Engineering authorities revealed piecemeal tips to that effect at the many editorial conferences in Detroit and elsewhere. Generally this info was mentioned rather quietly--such things as a new kind of air suspension (to be made by AC Division of GM) which will show up on Chevrolet and probably some other GM lines--such things as an air-conditioning and heating combination costing less than $300, using the heat pump (with the extra needed heat to come from wrapping some coils around exhaust pipes)--such things as greater refinement of the fuel injection system which Chevy rushed into availability for '57, and many more yet to be revealed.

Constantly compensating air suspensions can help minimize rear bumper scrapings where driveways upturn or decline sharply, since so many '57 models are lower and longer with no change in wheelbase. That was one of several advantages pictured by a top GM executive when talking privately with some friends early this month.

Perfected fuel injection systems, by the way, are going to cut down the smog which has pestered the West Coast and some other areas. American Motors has been toying with its own system, and you may see an offering by or before '58-model introductions.

The Southeast let out its automotive production belt a notch last month when Monroe Auto Equipment Co., Monroe, Mich., dedicated its big shock absorber plant at the little northeast Georgia town of Hartwell. Ford's Atlanta assembly plant and wholesalers will draw supplies from this facility. Said Monroe's President B. D. McIntyre at the dedication: "Our industry, and now your industry, the giant automobile production system, has come to the South for keeps. The major automobile and parts manufacturers are all placing their plants throughout the South. Our fortunes are tied up together."



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Sealed Power Valves



Sealed Power Water Pumps

GET IT FROM YOUR JOBBER



Automotive MARKETS

Ford Says '57 Is "It"

HENRY Ford II predicted last month the completely new line of Ford cars heralds an entirely new era for Ford and its dealers—"a new era of improved company-dealer understanding, better relationships with our customers and a new concept of quality, not only in our product but in all our business transactions."

The Ford Motor Co. president said:

"Whenever writers seek to date the resurgence of the Ford Motor Co., they pick the year of 1945. But I predict that future writers will single out the 1957 car introduction as the time when Ford, its dealers and its salesmen climaxed their postwar development by entering into a greater era of sustained leadership—in methods of doing business, of dealing with each other, and of dealing with our customers."

He also predicted that the new era would see "a new concept of quality, not only in our product, but in all our business transactions."

"To bring out a completely new car this year—only two years after the complete 1955 change—has cost the company a lot of money, more than any other introduction in our history," he said.

"The 1957 Ford has been ten years in the making. It is the crowning achievement of our postwar resurgence. It is the first car in which we have been able to embody all the advantages of our new facilities and the talent of our new management team. This is the year we've been aiming for."



Appointment of Charles E. Heitman, Jr., as president of the Carter Carburetor Division of ACF Industries, Inc., has been announced by James F. Clark, ACF president. Heitman succeeds Magnus F. Peterson, who retired after 40 years to become a company consultant.

●

Reith Pictures Economy As Up-and-Up

THE whole American economy is entering on a solid decade or more of prosperity with at least half of all American families expected to move up into the $5,000-and-more a year earning bracket by 1965.

This optimistic economic forecast was made by F. C. Reith, Ford Motor Co. vice-president and general manager of the Mercury Division, at a joint meeting at Rutgers University of the Raritan Valley Society for the Advancement of Management and the New Brunswick (N.J.) Chamber of Commerce Sept. 27.

"As we see it, the economy of the future will be firmly based on the word 'more,'" Reith said. "More people, more families, more money to spend, more willingness to spend it, more wants and needs, more public construction of every kind—schools, roads, hospitals, libraries and parks. In such an economy there will be bigger markets and brighter opportunities for all types of business enterprises.

"We believe success will smile on those management groups which move aggressively and sell hard in what should be a tough, but nevertheless profitable, buyer's market," he said.

During the past five years, Reith said, American families with incomes of $5,000 a year or more have increased from 23% of our population to 39%. "That's an upgrading of 16% of our families in only five years. By 1965 we believe that at least half of all American families will be in the $5,000-and-up bracket," the executive told his audience.

"Our market analysts have found that while only 6% of families under the $5,000 bracket buy new cars every year, the figure jumps to 20% in the $5,000-and-up bracket. And we have found that these upper bracket families also spend about twice as much for cars as does the income group just below them."

Chevrolet Bubbles Enthusiasm for '57

"WE HAVE a very optimistic outlook for 1957. We see nothing but a very optimistic outlook for 1957."

That was the way the new-model year was sized up at Chevrolet's press conference in Detroit Sept. 21 by Edward N. Cole, vice-president of that GM division.

He, as was true over at Ford's conference a day earlier, visualized a market of about 6,500,000 units.

With the new highway construction program and general rise in the nation's economy, "we are headed for a new plateau and we should reach it about next March or April," Cole said.

Chevrolet is expanding its square footage by 4,500,000, of which 2,500,000 will be in bigger or new assembly plants, he said.

1957 should see his company "on the threshold of another 2,000,000-unit year," Cole asserted.



Control of the Sale

helps you clean out the lot!

Time to get that Used Car inventory down and make room for a new batch of trade-ins. The most profitable way we know is to increase the percentage of sales that are *closed* completely before your customer leaves the lot. That's where Associates' Prompt-Action Used Car Sales Plan can help. With one-stop financing, fast credit approvals – the fastest in the business – and simplified paper work, it puts your salesman in control . . . closes the sale on the spot. Call us right now for full information.



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THE PROSPEROUS PRO
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Automotive NEWS BRIEFS

Georgia Garagemen Eect Reagin President

H. F. REAGIN of Reagin Auto service, Atlanta, was elected president at the formation last month of the Independent Garage Owners of Georgia.

B. B. Blackburn was named vice-president, W. J. Skillern was chosen secretary and R. A. Winkle was elected treasurer. All are from the Greater Atlanta area.

Subsequent meetings were scheduled for Oct. 11 and Nov. 1, with the latter the deadline for those garagemen in the state who may wish to join as charter members. Interested garagemen may contact the president at 559 Flat Shoals Avenue, S.E., Atlanta, Ga.

Du Pont Picks Richmond For Tire Cord Plant

A NEW nylon plant designed to produce 40,000,000 pounds of fiber annually to meet the growing demand for its use in tire cord and other industrial products will be built by the Du Pont Co. in Richmond, Va.

The multi-million-dollar project will be erected on the site with the company's rayon plant and will be in addition to the large existing plant for production of rayon yarns there.

Heavy-denier, high-tenacity nylon yarn, the type to be manufactured in Richmond, is also made by Du Pont at its Seaford, Del., and Chattanooga, Tenn., plants.

Ford Appoints Williamson

J. Beach Williamson has been appointed executive assistant to George P. Montagnet, southern regional sales manager for the Special Products Division of Ford Motor Co. in New Orleans, La. Williamson, who joined the company in Louisville, Ky., in 1940, was sales planning manager at the division headquarters in Dearborn, Mich., prior to his present appointment.



Oct. 14-16—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Oct. 18-19—Fall convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

Among dealers in the Washington, D. C., Lincoln district who received William Clay Ford awards for outstanding Lincoln sales in June and July were (l. to r.): Owen Jones of Antietam Motors, Hagerstown, Md.; Paul H. Pusey of Paul H. Pusey, Inc., Richmond, Va.; Robert Gabtelcik of Patuxent Motor Sales, Lexington Park, Md., and Bill Sylvan of Sylvan Lincoln-Mercury Sales, Inc., Roanoke, Va. They are shown receiving plaques and TV portables from D. A. Kuhn, district manager.



Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.

Oct. 21-23 — Annual convention of Florida Automobile Dealers Association, Fort Harrison Hotel, Clearwater.

Oct. 21-23—Annual convention of National Independent Automobile Dealers Association, Hotel New Yorker, New York City.

Oct. 21-23—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-26 — Annual convention of Automotive Wholesalers of Texas, Statler-Hilton Hotel, Dallas.

Oct. 27—Semi-annual business meeting of Automotive Wholesalers of Oklahoma, Biltmore Hotel, Oklahoma City.

Oct. 28-29—Annual convention of Automotive Wholesalers Association of Louisiana, Jung Hotel, New Orleans.

Nov. 4-6 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 11-12 — Annual convention of Kentucky Automobile Dealers Association, Seelbach Hotel, Louisville.

Nov. 17-18 — Annual convention of Florida Automotive Wholesalers Association, Hotels San Juan and Angebilt, Orlando.

Nov. 25-26—Fall convention of Automotive Wholesalers' Association of Alabama, Montgomery.

Dec. 8-16 — National Automobile Show, Coliseum, New York City.

Jan. 26-30—Annual convention of National Automobile Dealers Association, Municipal Auditorium, San Francisco.

Feb. 4-7—30th anniversary National Auto Accessories Exposition, Coliseum, New York City.

Feb. 9-16—Albuquerque Auto Show, State Fair Grounds, Albuquerque, N. M.

April 4-7—Southwest Automotive Show, Fair Park, Dallas, Texas.

April 25-27 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

May 6-7 — Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 9-12 — Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

May 13-15 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Cadillac Hotel, Detroit.

June 20-23 — Annual convention of Independent Garage Owners of America, Toledo, Ohio.

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Complete line offers 25 different shades to match the most popular 1957 colors

Combines the speed of lacquer with the build, flow and gloss of enamel!

Dries in 30 minutes! Job can be delivered in less than an hour!

Far easier to apply. Does not affect the eyes, nose or throat of user!

Harder, longer-lasting finish. Does not wrinkle!

Without a doubt, Martin-Senour's new DYTHOL is the Automotive Finish every refinisher has wanted for years! It is not an enamel . . . not a lacquer . . . yet it offers you all the advantages of both!

You'll be amazed at its drying speed . . . under *any* weather conditions! Its brilliance . . . exceptional hardness . . . its wrinkle-proof texture! These are not mere claims. They are facts . . . as proved by one full year of rigid tests in actual paint shops . . . on countless panel and complete finishing jobs!

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Automotive NEWS BRIEFS

(Continued from page 9)



This is not a picture of the new retractable hardtop. It's a small scale model announced three years ago, but it does show somewhat how the top eases back into the trunk space. Ford officials withheld the pictures of the new creation pending its production in a few months.

First Retractable Hardtop to Hit Ford Showrooms Early Next Year

THE industry's first retractable hardtop car will be introduced in the 1957 Ford car line, R. S. McNamara, Ford Motor Co. vice-president and Ford Division general manager, revealed at Dearborn last month.

A fully convertible car with an automatically operated steel top has been a goal of the industry's designers and engineers for years.

"Ford's retractable hardtop, which has been three years in the making, represents the realization of the dreams of engineers and designers who have wanted to develop a passenger car combining all the advantages of a closed car and a convertible," McNamara declared.

The new Ford's steel top can be fully and automatically withdrawn. It conceals itself in the luggage compartment within half a minute, yet leaves ample room in the rear deck for spare tire and luggage.

Reporters attending Ford's national press preview of the 1957 models were the first persons outside the company's secret product planning and styling groups to see the revolutionary new model.

It was driven into the courtyard of the company's styling showroom at the Engineering and Research Center, and the top was lowered and raised several times to demonstrate its operation.

The top rose away from the windshield in a clamshell effect. At the same time, the forward edge of the luggage compartment lid rose approximately eight inches. Then the top rode backward and down on side rails and the luggage compartment lid closed over it.

It was explained that operation of the top is fully electrical.

"A number of operating models of the new Ford retractable hardtop are now being tested at our proving grounds," McNamara said. "The car will be offered to the public early in 1957."

Price of this special car is expected to run around $300 above the Ford convertibles.

Miami Dealers Elect Tyler

The Miami Independent Automobile Dealers Association has elected Buddy Tyler president; Tom Carnohan, vice-president; Larry Litty, secretary-treasurer, and Harry Abalon, Merrill Friedman, Ed Griffin, Jim Jenkins, Jim Mattingly, George Prindle, Louis Susman and Karl Youse, directors. Al Lange is the executive secretary.

Chrysler Appoints Laughna

Robert P. Laughna has been appointed director of planning and material control for Chrysler Corp.'s automotive group by W. C. Newberg, group vice-president. Laughna was formerly vice-president and general manager of the Packard Clipper Division of Studebaker-Packard Corp. and was for many years associated with the Ford Motor Co.

Chevrolet Names Dallas Men

Appointment of J. C. Rice as Chevrolet zone manager in Dallas and promotion of L. B. Pryor to assistant zone manager has been announced by General Sales Manager W. E. Fish. Rice was formerly New Orleans zone manager and Pryor had been Dallas regional business manager since 1953 with this GM division.

The nation's fastest hot-rod drivers broke most existing speed records at Bonneville (Utah) Salt Flats last month. Top speed was 261mph, set by Roy Leslie (below) in this sleek job powered by three Ford engines.





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from a Lining Manufacturer and be **ON TOP** *with*

SOUTHERN DOUBLE=LOCK®
BONDED BRAKE SHOES

JOBBERS, *buy your Bonded Brake Shoes*

DIRECT *from the South's only source that:*

1. **MAKES ITS OWN BRAKE LINING**
2. **SUPPLIES THE NOW-FAMOUS DOUBLE=LOCK BOND**
3. **MAKES ITS OWN ADHESIVE**
4. **OPERATES ITS OWN TRUCKS***

Your Brake Shoe Exchange Business (like ours) can Double each year, too. Compare our "Factory Direct" prices and quality!

*270 N. C. and S. C. cities and towns covered weekly
Up to $3.00 2-way freight allowance elsewhere.
® Registered Trade Mark

SOUTHERN
FRICTION MATERIALS CO. — CHARLOTTE, N.C.

FACTORY BONDED
SOUTHERN
REG. U.S. PAT. OFF.
BRAKE SHOES

(Continued from page 11)

Finance Official Cites Big Growth For Expanding Car Market in Texas

THE rapid growth in Texas' population and a strong trend toward two-car families were singled out at Austin Sept. 24 as the two major reasons for the "unlimited opportunities" that lie ahead for the state's automobile dealers.

Alan G. Rude, executive vice-president of Universal C.I.T. Credit Corp., told the Texas Automotive Dealers Association that:

The state's population is growing at a rate of about 250,000 a year, which means an additional potential of 83,333 more car sales annually;

There are 182,000 two-car families in the state, but 800,000 more families "need and can afford" a second automobile.

Universal C.I.T., the nation's largest independent automobile finance company, has helped about 15,000,000 Americans purchase cars in the last 40 years.

Rude said the annual increased car sales potential of more than 80,000, based on the state population growth, was figured at the rate of three persons per car, which is the present state average.

"The two-car market also represents a tremendous opportunity for expanded sales," Rude said. "The second car generally is the personal property of the lady of the house. When the family car is in use by the husband, the second car enables the wife to do the family shopping, jitney the kids to school and handle a thousand and one household chores.

"Wives stranded at home without cars of their own are what we call 'captive wives'. They are willing and anxious prospects for a second car. And once a family has become accustomed to a second car, it may want a third, but it will never be confined to one automobile in the future. This means repeat future business, with its resultant expansion in sales and service.

"Everything indicates an expanding future for the automobile business."

Rude said business throughout the country was expanding in a "friendly and favorable climate." He said there was no other group of retailers in the United States in a stronger position than car dealers, since they handle a product that is in constantly growing demand.

The executive said it was the responsibility of sales finance companies such as Universal C.I.T. to see that "sound and equitable" credit term are maintained for the good of the automobile business.

There is every indication, he said, that 1957 will be a good automobile year, with a sales potential of more than 20,000,000 new and used cars. He said about 11,000,000 persons will be completing payments on their cars and that 4,000,000 will be junking their vehicles.

"When you add to these 15,000,000 potential customers all the others who, for one reason or another, will be in the market to buy cars," added Rude, "all indications are that you should have an excellent market in 1957."

The trend toward suburban living, Rude said, is taking place in all parts of the country with a constant growth in the number of two-car families. He estimated that at the present time the number of two-car families was growing at a national rate of 500,000 a year. Two-car families now total 4,500,000, he said, and will total 7,000,000 by 1960 and 10,000,000 by 1965.

A supercharger will be standard equipment on the 1957 Studebaker Golden Hawk. Harold E. Churchill (right), Studebaker-Packard president, and Eugene J. Hardig, chief engineer, made the announcement at an advance demonstration last month of the 1957 cars and trucks for nation's press at the company's proving ground at South Bend, Ind. The five-passenger, sports-type car will be the only production model with this equipment in the industry. The 1957 Hawk line will not be introduced until about November 1. Hardig said the supercharger's chief advantage was in providing substantially greater power during acceleration while permitting the normal Studebaker fuel economy.



Nashville Garagemen Meet

A meeting of garagemen of the Nashville, Tenn., area was scheduled for Oct. 10 at Stubblefield's Garage there to consider forming a chapter of the Independent Garage Owners of America, looking toward ultimate incorporation into a state association. Luther Turner of Chattanooga, long active in garage organizations, and Ralph H. James of Tulsa, Okla., manager of the IGOA, were among those expected to attend.

NEW!



TRUCK TIREMAN
JUST $295.00

Here's another Coats Company first — the new Truck Tireman. With this heavy duty workhorse, you can handle clumsy truck tires as easily as passenger car tires. Famous Coats engineering and proved roller action make the Truck Tireman a must for all tubeless tires as well as conventional tires.

CHECK THESE IMPORTANT FEATURES

- Handles both tubeless and conventional tires.
- Works with open or Budd-type wheels.
- Makes truck-tire changing a one-man operation.
- Unique tilting action ends back-breaking lifting.
- Incorporates same roll-on, roll-off principle used so successfully on the Coats passenger car Tireman.

See the new

COATS MOTORIZED TRUCK TIREMAN
NOW AVAILABLE AT $550

SPECIALISTS IN TUBELESS TIRE SERVICE AND REPAIR EQUIPMENT

COATS TIREMAN
ONLY $119.50 FREIGHT PREPAID

MODEL D-D

ROLL-A-WAY BASE OPTIONAL



Tire engineers and service station operators from Coast to Coast all agree that Coats Roller Action is best for mounting and demounting tubeless and conventional tires as well as safety-type tubes. The new D-D Model accommodates all sizes and types of rims for cars and light trucks, INCLUDING THE NEW 14-INCH WHEELS ON 1957 CARS.

ALSO AVAILABLE: THE TIREMAN JUNIOR JUST $69.50

Another Important First!

COATS WHEEL BALANCER
JUST $29.50



Here's a real money-maker that will return your investment in just a few days.

Precision-built of the finest materials, the COATS BALANCER is designed to fit on your Coats Tireman. It will accurately balance all passenger and light truck wheels. The leveling bubble, inserted in top of the unit, is always clearly visible during balancing operations.



A special balancer stand is available at $10.

WRITE FOR FREE LITERATURE ON ANY OF THESE COATS COMPANY PRODUCTS

JACK P. HENNESSY COMPANY, Inc.

GENERAL OFFICES: 12 DEPOT SQUARE, ENGLEWOOD, N. J.

Manufactured by COATS COMPANY
FORT DODGE, IOWA

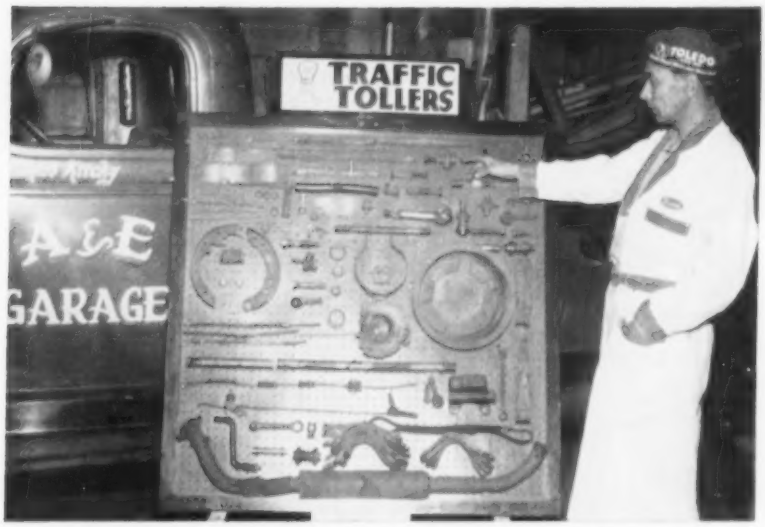
PIONEERS IN
TUBELESS TIRE SERVICE EQUIPMENT

WESTERN DIVISION OFFICES
3453 Cahuenga Boulevard
Los Angeles 28, California

MID-WEST OFFICES
244 E. Pearson St. • Chicago, Ill.

Automotive NEWS BRIEFS

(Continued from page 13)



On this board are the right-hand buddies of Death. Frank Hornyak, who long has been interested in safety at Struthers, Ohio, and who's president of the Independent Garage Owners of Ohio, points to some steering parts which came off the car of the photographer who made this picture. Luckily for that man he wasn't driving fast when a wheel suddenly buckled after worn parts gave way. There's a story behind each worn part on this board and this garage operator so informs his customers.

Chevrolet Sends Byers To Southeast Post

APPOINTMENTS of three regional managers and their assistants in an expansion of Chevrolet wholesale forces have been announced by W. E. Fish, general sales manager.

F. E. Byers was named manager of the southeastern region in Atlanta; A. W. Strang, manager of the new Rocky Mountain region in Denver, and J. D. Thompson, manager of the new Mideast region in Cincinnati.

Assistant managers promoted by Fish were R. J. Sawyer, Southeast; T. C. Naquin, Rocky Mountain, and J. V. Boland, Mideast.

Byers was assistant regional manager in Atlanta before his transfer to Detroit two years ago as head of the metropolitan city department. Strang, formerly Pacific Coast regional assistant manager, is a veteran of 33 years with the company. Thompson, formerly regional manager in Atlanta, began his career with Chevrolet in Louisville as a sales representative.

Regional Manager Byers



Unclean Rest Rooms Get Blessed Out

UNCLEAN rest rooms at service stations annoy the average motorist more than any other single irritant, the annual convention of the American Automobile Association was told last month at Pittsburgh, Pa.

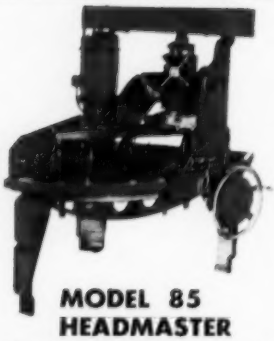
Edwin S. Moore of San Francisco, chairman of the AAA's National Touring Board, reported this fact as a result of a recent, nationwide survey of AAA members who were asked, "What annoys you most when traveling by automobile?" This is the way they answered the question:

Over 64% said unclean rest rooms annoyed them most. Next came inadequate route markings with 62.8% of those surveyed complaining. Trucks and buses drew fire from 45.6%, and house trailers from 23.1%. Billboards were lowest on the ire list with 20.9%. Multiple gripes of the motorists questioned account for the replies totaling over 100%.

Awaiting loading on the pier at Bremen, Germany, are these first Lloyd cars for W. R. Brown, Cocoa, the newly franchised distributor for Florida. The manufacturers hope to see the Lloyd, first built in 1950, challenge some of the market enjoyed by the Volkswagen. The car ranks second in Germany's car sales. It has a top speed of 60mph, is powered by a two-cylinder, air-cooled, four-cycle, 24hp motor and reportedly delivers 40 to 47 miles per gallon. It has oversized hydraulic brakes.



Another STORM-VULCAN *for your* FIRST STORMIZED SHOP



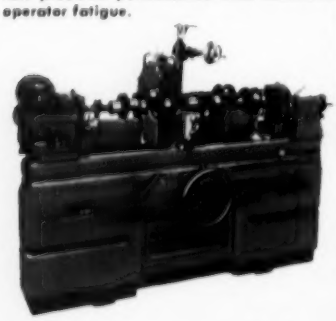
MODEL 85 HEADMASTER

Restores original *Milled* surface to cylinderheads. Automatic operation. Dial-O-Matic stock removal control.



MODELS 75 and 75A CAMSHAFT GRINDERS

Regrinds automotive, marine and industrial camshafts. Positive controls assure fast precision performance with minimum operator fatigue.



MODELS 15 and 15A CRANKSHAFT GRINDERS

Exclusive, patented features provide high speed with precision performance offered by no other machines.

MODEL 911

ROCKER ARM REFACER

NEW PROFITABLE HIGH PRECISION TOOL



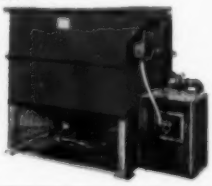
LIST PRICE **$49.95**

Now — resurface Rocker Arms to original factory finish and tolerance *in 5-minutes or less*. Model 911 Rocker Arm Refacer is easy to operate, and requires no special power unit. Grinding wheel is driven with ordinary valve seat grinder, electric drill or impact wrench. Available for immediate deliveries.

Send today for Catalog Sheet and detailed information about this profitable item of Shop Equipment.

- Restores original contour and finish
- Fast, easy operation
- Resurfaces Rockers Arms in Operating position
- Handles all Automotive Rocker Arms
- Used on any bench — no extra space required.

STORM-VULCAN INC.
2225 BURBANK STREET DALLAS, TEXAS



Model JR-60 Turbo-Blast Cleaning Machine. Others from 20 gal. to custom 50,000 gallons.



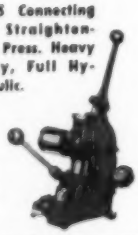
Model D-1 Dynomaster Engine Run-In and Test Stand.



Precision CYLINDER BORING BARS



U-30 Rittest Connecting Rod Aligner. Checks for twists and bends.



U-45 Connecting Rod Straightening Press. Heavy Duty, Full Hydraulic.

The Nation's Leading Rebuilders and Shops **STORMIZE** *with* **STORM-VULCAN** *Machines*

(Continued from page 15)



Officers elected at the convention of the Texas Automotive Dealers Association included (l. to r.): Front row, C. B. Smith of Austin, second vice-president; F. M. Gillespie of San Antonio, retiring president; Delmo Johnson of Dallas, president, and Sam White of Houston, first vice-president; back row, F. D. "Bud" Mitchell of Waco, third vice-president, and Tom J. Crooks of Austin, manager and treasurer.

Anti-Bootlegging Statute Is Needed, NADA's Bell Tells Texas Dealers

By Baron Creager
Southwestern Editor

MEMBERS of the Texas Automotive Dealers Association may suspect that a drive for a federal anti-bootlegging law is now imminent—with the "good faith" bill secure on the statute books—since a talk by Frederick J. Bell before the 39th annual convention in Austin Sept. 23-25.

Bell, executive vice-president of NADA, said he had heard, since reaching Austin, that some people are circulating reports that the "good faith" law eliminates any and all necessity for legislative action against bootlegging.

"Anyone who tells you that is either a fool or a liar," Bell told the convention, after he had devoted substantial discussion to bootlegging and the fact that manufacturers are on record as opposing bootlegging.

President Frank M. Gillespie of Houston, first speaker on the program, reported that the decline in TADA membership had been halted and that the future holds good promise of increased membership. He warned dealers to prepare for union organization attempts and to have their houses in order from the viewpoint of employee relations.

Other nationally-known speakers were Alan G. Rude, executive vice - president of Universal CIT (whose address in part appears on page 13) and Elson G. Sims of Vincennes, Ind., a dealer described by Bell as "the Paul Revere of this industry."

Sims declared dealers nationally have given away nearly 2½ billions of dollars of profit in recent years at the rate of eight millions daily and that profits per sales dollar were never so low for four reasons:

Too many dealers don't know their true costs; they are indoctrinated with too many false theories of making a profit; some accounting systems confuse dealers; too many factories have encouraged too many dealers to forget profit and go after volume and registrations.

Again, a panel of Texas dealers was an outstanding program feature and provoked a host of questions for Moderator George R. Ranes of Dallas and these members: Joe Bob Kinsel of Beaumont, Ford, on "Selling at Volume with Profit;" Charles F. Turbiville of San Antonio, Lincoln-Mercury, with the subject, "Ethical Selling Opposed to Deception;" Al Parker of Houston, Buick, "Reconditioning and Sale of Used Cars at a Profit," and John Nash, Austin, Chevrolet, "Profit from Service and Parts."

Governor Allan Shivers of Texas, addressing a luncheon meeting, predicted that in the not-too-distant future automotive traffic on principal arteries will be controlled by "some sort of atomic reactor." He added that "we must find some way to quit killing people on highways."

R. Earl O'Keefe, president, Southwestern Investment Co., related that 16 states have adopted finance legislation in relation to automobile sales and that in 15 states a ceiling is involved.

"We will be faced with many more unfavorable controls unless we act to correct conditions customers find objectionable," he warned.

Dallas was chosen as site for the 1957 convention, with dates to be announced for early fall. However, after 1957, the association will return to its former practice of holding the annual meeting in May to avoid conflict with new-car showings. The 1958 convention will meet in Galveston.

In addition to officers shown in an adjacent photograph, seven new directors to serve for three years were named as follows: Frank Gillman of Houston, R. M. Sandlin of Mount Pleasant, Jack Hughes of Abilene, Joe Nash of Waco, R. J. McMasters of Longview, R. H. Timberlake of Victoria and Joe Bob Kinsel of Beaumont.

Total registration, dealers and wives, was 350.

(More News Briefs on page 154)

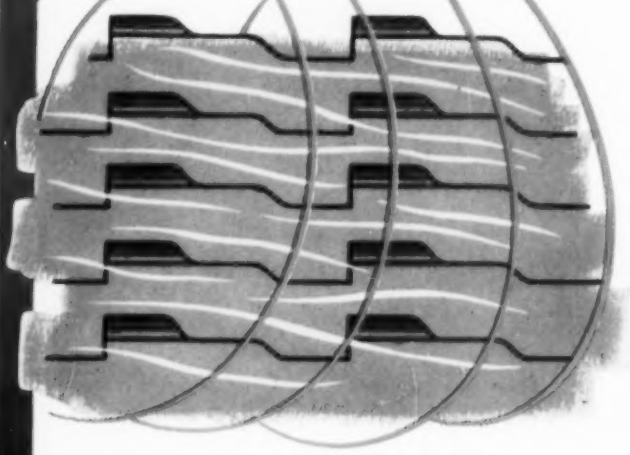
WHEN IT COMES TO RADIATOR CORES...

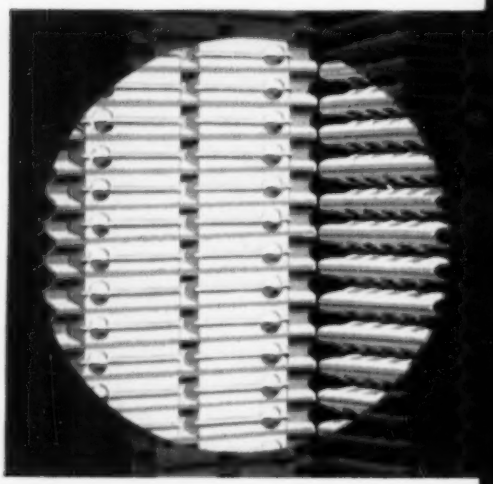
By Any Comparison

It's HARRISON!

Exclusive Whirl Cool Design

Any way you look at it . . . Harrison radiator cores bring you out on top! Only Harrison cellular and tube-and-center cores have the exclusive "Whirl Cool" action—louvered cells whip incoming air into tiny tornadoes for more efficient cooling. And Harrison is original equipment on all GM cars. This huge pre-sold market means more business for you.





100% Solder Bond

Harrison pays off with greater cooling efficiency and structural dependability. Harrison replacement cores are 100% solder bonded. Each convolution of center stock—each air fin—is *completely* bonded to the entire depth of the water tube for maximum heat dissipation and greater internal strength. Stock Harrison and cash in on this powerful sales combination. Order from your nearby United Motors Service distributor or branch warehouse *today*.

Watch "WIDE, WIDE WORLD" Sundays on NBC-TV

GM GENERAL MOTORS

TEMPERATURES MADE TO ORDER

HARRISON

RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N.Y.

Get the Finest in Top-Profit, Top-Prestige Alinement Service with the new Tomorrow-Styled BEAR Telaliner®

No matter what your space or budget limitations, you can now offer the world's finest front-end service with TELALINER! It's yours for as little as $43.50 per month on your jobber's pay-out-of-profits plan. For "Limited Space" Service, Telaliner with the Bear 3831 alinement rack requires only 12′ x 13′ of floor area.

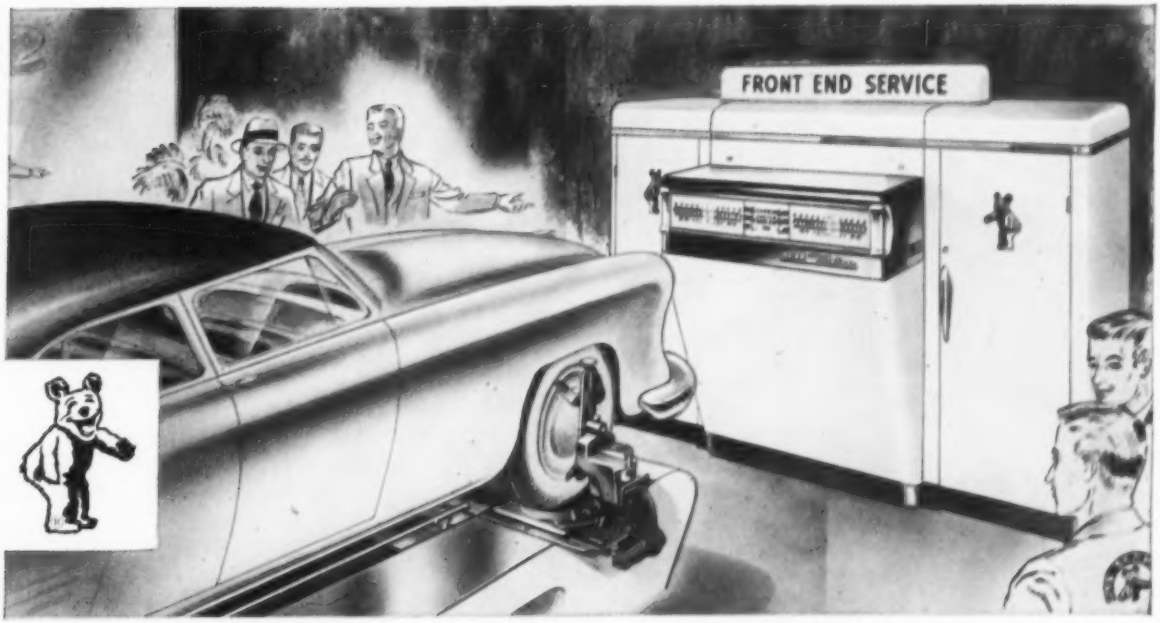
Here is truly the finest front-end service. Telaliner does not merely give you a *projection* of electrical readings...instead, dial readings are actually *faithfully duplicated* right on the giant, crystal-clear screen. They are transmitted through an exclusive electro-magnetic system, utilizing direct cable transmission. Nothing could be more accurate.

In addition, the new Telaliner brings you: new checking heads for even faster readings, more accurate results; tomorrow-styled design for greater prestige; the famous Telaliner TV-like screen for topnotch sales-appeal; and, of course, the business-building power of the nationally-advertised Bear Sign.



This handsome 16-page Telaliner Brochure brings you all the Prestige-and-Profit Facts. Send for your free copy from Bear Mfg. Co., Dept. S-1 Rock Island, Ill.

R-1408-R











Sensational New Speed Enamel breaks all records for start-to-finish speed *in any weather!*



SHERWIN-WILLIAMS

EXLON*

SPEED ENAMEL

20 minutes to apply... 60 minutes to dry!

EASIER TO PUT ON—quick-dry without baking, like lacquer—faster, from start to finish, than either enamel or lacquer!

EXLON—a completely new type of highest quality finishing material—opens up to the automotive industry new freedom from the previous limitations of enamels and lacquers—combines in a single, new material the most important advantages of both.

EXLON (patent applied for) is a development of Sherwin-Williams Automotive Finishes Laboratories. It is produced by a process never before commercially used for producing automotive finishes. It offers refinishing shops and their customers a totally new type of finish of deeper, lasting beauty that can be applied easier and faster—WITHOUT special additives, equipment or methods.

EXLON can be applied in 15 to 20 minutes to the average car. No waiting between coats. Second coat can be applied immediately after first—or both can be applied at once by cross-coating, panel by panel. Start and finish tie perfectly without lapping. EXLON dries in 60 minutes or less—car can be moved out—even in the sun—without fear of wrinkling. Total time required to apply and dry: 80 minutes—or less!

See it—try it—call your Sherwin-Williams OK Automotive Jobber! The Sherwin-Williams Co., Automotive Division, Cleveland 1, O., and Montreal, Canada. (Export Sales, Newark, N. J.)



A NEW SHERWIN-WILLIAMS OK AUTOMOTIVE FINISH

CUTS OVERSPRAY

EXLON does away with disagreeable, sticky overspray. Overspray is dry and free from irritating or objectionable odor. Overspray is less because less air pressure is needed with EXLON to get perfect atomization. No special equipment, methods or extra materials are needed with EXLON except EXLON CATA-MIX reducer.

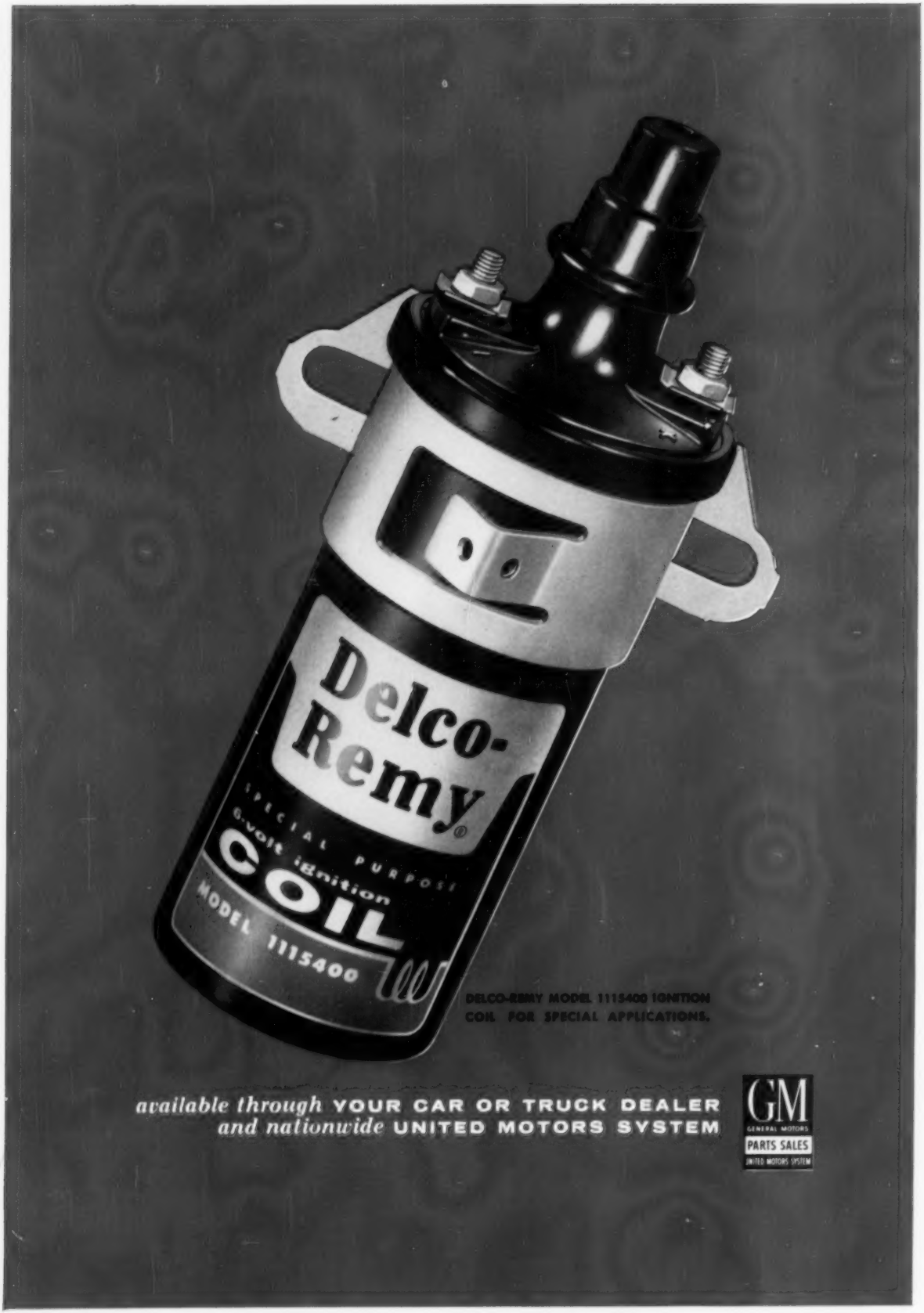
*Trade Mark

KEEPS "JUST PAINTED" LOOK FOR YEARS

EXLON produces a richer, deeper gloss with a "rubbed lacquer" look that retains its new-car, "wet" freshness of appearance long after it is dry . . . surpasses in appearance that of any conventional enamel. Deep, tight film cleans easily—is highly resistant to dirt and stain.

order NOW!

Place your orders now with your Sherwin-Williams "OK" Jobber for EXLON Speed Enamel 20/60 Black—plus 25 beautiful EXLON Speed Enamel colors that match 1957 color selections of today's most popular motor car manufacturers.


Delco-Remy
SPECIAL PURPOSE
6-volt ignition
COIL
MODEL 1115400
DELCO-REMY MODEL 1115400 IGNITION COIL FOR SPECIAL APPLICATIONS.
available through YOUR CAR OR TRUCK DEALER
and nationwide UNITED MOTORS SYSTEM
GM
GENERAL MOTORS
PARTS SALES
UNITED MOTORS SYSTEM

BUILT FOR SUB-ZERO WEATHER!

NEW DELCO-REMY MODEL 1115400

IGNITION COIL IS SPECIFICALLY DESIGNED

TO ANSWER WINTER PROBLEMS

IN 6-VOLT AUTOMOTIVE ELECTRICAL SYSTEMS

Here's the engineered answer to sub-zero starting troubles resulting from burned distributor contact points in 6-volt systems —the Delco-Remy Model 1115400 special-purpose ignition coil. This special-duty unit solves the problem at the source by protecting the contact points from excessive primary currents which cause destructive oxidation. With a Model 1115400 coil on the job, contact points continue to operate at summertime efficiency even in sub-zero weather, thus assuring easier starting, better ignition, longer point life.

Here's more good news! A Model 1115400 ignition coil will also keep contact points working more efficiently in "problem" installations such as taxicabs, door-to-door delivery trucks and other vehicles customarily operated at low speeds and subject to excessive engine idling. The reason is the same—prevention of excessive primary current means less point deterioration.

The special-purpose Model 1115400 is the latest addition to the famous Delco-Remy line of oil-filled service coils—has all of the "eight ways better" features, too! The complete line is available through car and truck dealers and the United Motors System.

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS

You can sell 3 instead of 1



He is "all steamed up"—and VERY unhappy. He wants help—right now . . . doesn't want it to happen again. SO—don't sell him just a can of radiator cleaner. He is a cinch to buy 3 . . . IF . . . you simply point out . . .

1 **A can of KLEN-ZUR will do the job for now . . . and . . .**

2 **A can of RUST-ROUT will keep it from happening again (and lubricate his water pump) . . . and . . .**

3 **STOP-LEAK will seal, right now, any leaks that probably will occur after a good cleaning . . . and . . . permanently provide against leaks in the future.**



Cash in on BOWES National Advertising . . .

Folks buy easiest the things they KNOW about. Bowes Products are EASIER to sell—the result of 36 years of national advertising.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.
HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

Stylemaster KAR-RUGS

are "hotter-than-ever" . . . with this

WOOSTER WHEELER

on-the-spot display

now





It's new . . . it's terrific . . . it's proven that sales jump when you get Kar-Rugs out from under the counter . . . roll them right to your best selling spot! Attractive colorful boxes tell the story . . . sell themselves when exposed in a busy traffic spot. And . . . the display can be yours WITHOUT CHARGE. Get this extra salesman working for you . . . now!

ASK YOUR JOBBER

HURRY!

THE WOOSTER RUBBER CO.
Automotive Division, Wooster, Ohio

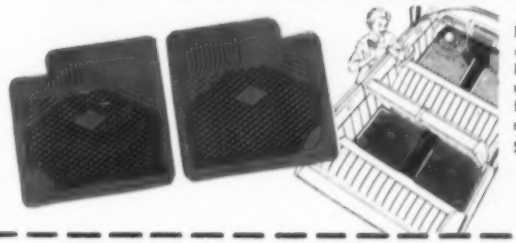
Stylemaster KAR-RUGS for front floors



The hottest item in accessories today! . . . Engineered tailored look with all the easy clean features. Fits and stays in place in all cars. 9 clear, rich colors in best quality rubber.

SET No. 8465 Retail $6.95

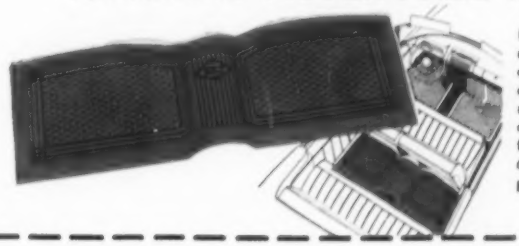
Stylemaster KAR-RUGS for rear floors



Now — matching beauty and utility for rear floors. Full protection, extends under front seat. Beautiful colors and quality to match front Stylemasters.

SET No. 8461 Retail $6.95

Rubbermaid KOVER-ALLS for rear floors



Highest quality contour mat for one-piece coverage. Exclusive diamond design, rib border that may be trimmed to fit all cars. Engineered to hug floor and stay in place. 6 colors.

No. 1450 Retail $4.98

There's a Great New



OIL FILTER Coming ! ! !

THIS NEW OIL FILTER DESIGN WILL OUTMODE PRESENT DAY CONSTRUCTION WITH "TWIST OF THE WRIST" INSTALLATION EASE. IT WILL ALSO PROVIDE THESE GREAT ADVANTAGES—

1. Sensational ease of installation . . . no tools required. 2 easy steps . . . just a twist of the wrist — discard the old filter — spin on the new.
2. A self-contained Filter, so simple it eliminates 12 of the 14 steps now required to make a Cartridge change. No Filter housing, no cover, no cover bolt, no loose gaskets, no oil lines!
3. A new relief valve with every Filter change — it's built-in! Eliminates present type, permanent relief valves that can become clogged with accumulated dirt and sludge.
4. Built-in gasket provides positive seal. No leaks.
5. Special spring-loaded valve in Filter base, retains sludge and old oil — no drain-back, no mess during Filter change.
6. Extruded aluminum body with exclusive grip-paint top for hand installation. Lightweight, rustproof.
7. This new full-flow Filter provides maximum flow rate and exceptional capacity for microscopic particle retention.

LOOK FOR FURTHER DETAILS OF THIS COMING ORIGINAL EQUIPMENT DEVELOPMENT THAT WILL REVOLUTIONIZE OIL FILTER SALES AND SERVICE!

wix®

ENGINEERED FILTRATION

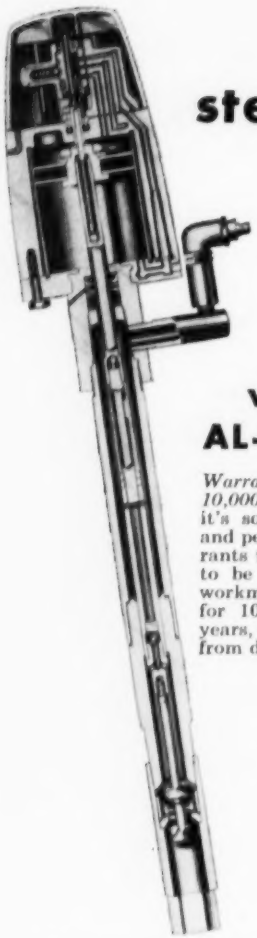
AUTOMOTIVE · INDUSTRIAL · RAILROAD

WIX CORPORATION · GASTONIA · N.C.

In Canada: Wix Accessories Corp. Ltd., Toronto

NEW AROLUBE LINE

steps up lube profits everywhere!



with *NEW* AL-207 PUMP

Warranted for 3 Years or 10,000 lube jobs . . . because it's so advanced in design and performance! ARO warrants the AL-207 *Air Motor* to be free from defects in workmanship and materials for 10,000 lube jobs or 3 years, whichever occurs first, from date of purchase!

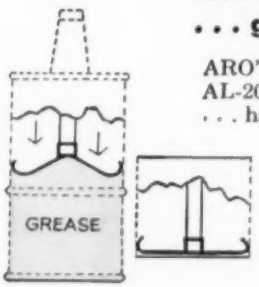


This exciting new Arolube line is today's top moneymaker in lube service . . . with trend-setting styling and world-beating performance! Powered by the famous AL-207 Pump . . . not a single failure in 12,260 grease jobs during tests ranging from torrid heat to frigid cold. Uses *less* air and *fewer* strokes to pump *more* lubricant! Arolube features add up to more sales, more profit for you, with big savings in operating costs! See your Automotive Wholesaler.

THE ARO EQUIPMENT CORPORATION
Bryan and Cleveland, Ohio
Aro of California, 3141 S. Grand Ave., Los Angeles 7, Calif.
Aro Equipment of Canada, Ltd., Toronto 15, Ontario
Offices in All Principal Cities

ARO®
LUBE EQUIPMENT
Also . . . Air Tools . . . Aircraft Products . . . Grease Fittings

NEW "DRUM KLEEN" FOLLOWER
. . . gets out all the grease!

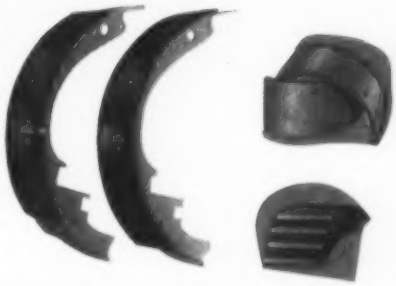


ARO's "Drum Kleen" Follower used with AL-207 Pump does a fast, clean, thorough job . . . handles heavy greases easily at low temperatures . . . ends messy hand transferring! Its flexible edge flexes over dents, ribs or ring indentations . . . keeps out dust, dirt, contamination . . . while assisting in removing all the grease—right down to the bottom of the drum. See it now!



A CHALLENGING FACT— Many new car dealers are installing Lasco Mountain Master Brake Lining before delivering new cars to customers! They, like thousands of owners, are LEARNING FAST that there is no brake lining in the world like Mountain Master! Lasco Mountain Master is the favorite of race car drivers, transportation companies, rough, gruelling logging operators and car dealers all over America to lick tough brake jobs. WE INVITE CHALLENGE TO THESE STATEMENTS! Order Lasco Mountain Master Brake Lining today — for safety sake.

NETWORK BROADCASTING CREATING TREMENDOUS DEMAND — ORDER NOW!



LASCO SUPER BLOX for trucks, trailers and busses are available in both drilled and undrilled sets in 3 different types.

1. VICTORY, a high friction (.38) material for maximum stopping capacity.

2. MOUNTAIN MASTER, the super universal fine car and truck brake material of medium high (.31) friction.

3. LOGGER, a medium friction (.25) material for the ultimate in mileage and economy.

LASCO BRAKE PRODUCTS CORP., LTD.

ST. LOUIS, 2131 Locust St. ● OAKLAND, 2615 Magnolia St. ● PITTSBURGH, 5515 Penn Ave. ● MEMPHIS, 300 Madison Ave. ● KANSAS CITY, 1515 McGee St. ● LOS ANGELES, 807 E. 8th St. ● FORT WORTH, 910 Florence St. ● SAN FRANCISCO, 98 - 12th St. ● SALT LAKE CITY, 541 So. State St. ● SEATTLE, 714 E. Pike St. ● PORTLAND, N.W. 15th & Davis ● SPOKANE, 1319 W. Second Ave. ● SACRAMENTO, 1217 - 16th St.

LAHER INDUSTRIES

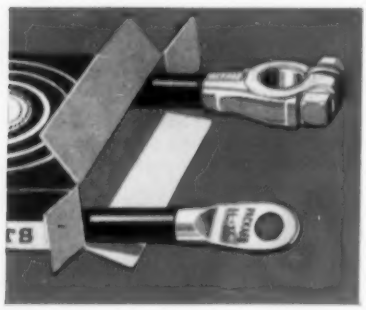
LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.

Exclusive quality features make Packard Electric your best buy in...

BATTERY CABLES



- *Have longer life*
- *Go on and off more easily*
- *Deliver full starting power*



For new car performance, use the original equipment line of wiring!

Packard Electric battery cables are packaged in attractive blue and yellow cartons. Ideal for merchandising displays—easy to stock—protected against shipping damage—handy application chart on back of carton. Available everywhere from Packard jobbers.



STRONGER

Corrosion-resistant LeadAlloy terminal has steel insert and raised shoulders for greater strength, better spreading leverage.

PROTECTED

The exclusive acid- and oil-resistant Packard "809" insulation over paper separator protects the full-gauge copper conductor. Special seal protects conductor from acid fumes.

EASY ACTION

Easy action is assured by exclusive and patented compression sleeve and the thread shield that makes repeated removal and replacement possible.

INTEGRAL LUG

Cadmium plated copper "Korelug" terminal at opposite end, bearing cable identification number, is attached with 50-ton press to make the lug an integral part of cable.

Buy the long-life, easy-to-install wiring...

Packard Electric

Warren, Ohio

GM PARTS SALES

"Live Wire" division of General Motors



Rich, sparkling DULUX® Enamel makes every job a standout!

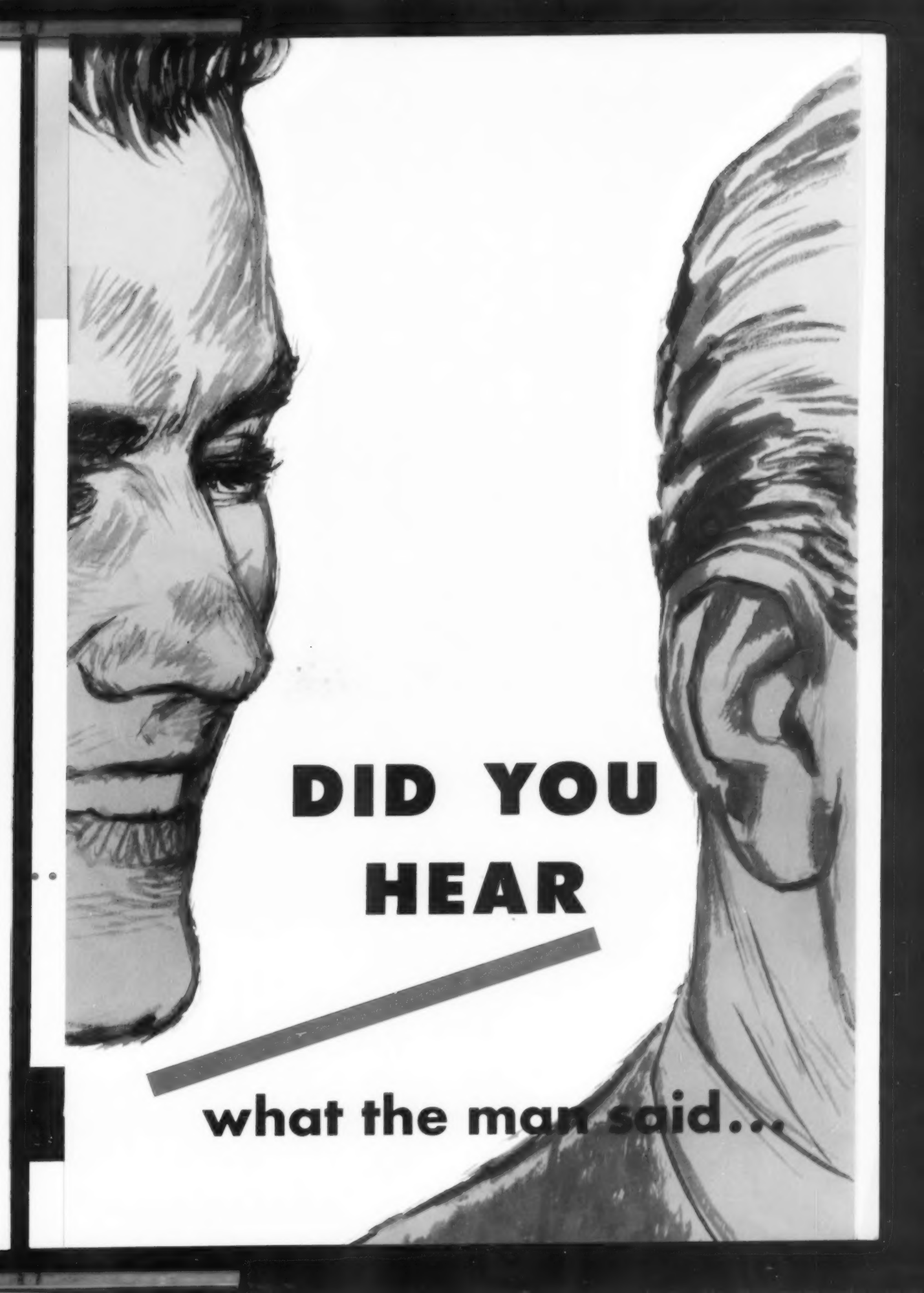
You can count on the deep, rich appearance of "Dulux" Enamel to please your customers every time. You can rely on it, too, for easy handling in the shop. It flows out smooth and covers fast. And "Dulux" is dust-free in 20 to 40 minutes—hard-dry overnight. It gives the dependable performance you need on budget jobs, where you can't afford trouble or comebacks.

"Dulux" is perfect for used cars and trucks—two-toning or panel repair—on any jobs that need economical handling and quick delivery. So save man-hours and satisfy more customers with easy-working Du Pont "Dulux." It's the *standard* for enamel quality and color matching . . . a standout for any job.

DU PONT REFINISHING MATERIALS

DU PONT
REG. U. S. PAT. OFF.

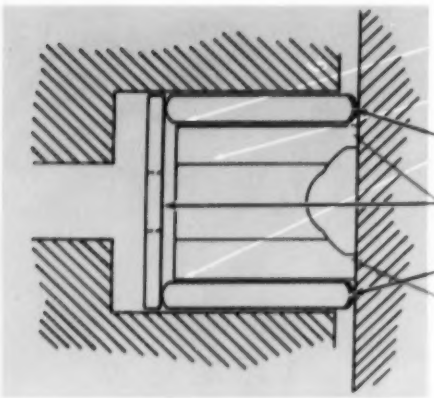
BETTER THINGS FOR BETTER LIVING...*THROUGH CHEMISTRY*


DID YOU
HEAR
what the man said...

HE SAID... CHROME CONTROL LEAK-PROOF

RINGS HAVE CRACK

....at open-throttle high speeds and at high-vacuum low throttle speeds



POSITIVE LOW SPEED "HIGH VACUUM" OIL CONTROL

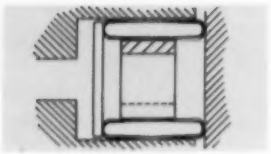
Low speed oil creep around the side of the ring is prevented by using accurately machined separator which supports the cylinder contacting rails throughout their depth and circumference and prevents rocking. This provides uniformly close clearance between the groove wall and the rail without reducing the free action of the ring in the groove.

POSITIVE OIL CONTROL AT HIGH SPEEDS

High speed "flutter" or "surf boarding" is controlled by special flexible reverse loop expander which provides a more uniform high unit pressure on the two cylinder contacting rails. The rails are chrome armored but are prelapped and heat shaped for rapid break in.

WILL NOT GOUGE OR SCUFF CYLINDER WALL

The spacer will not gouge or scuff the cylinder wall because it is made of electric furnace iron. It is another oil ring in itself with built-in tension and two additional scraping edges. With the two chrome armored rails and the two oil scraping edges on the spacer, the 400 oil ring is really two rings in one.



ORDINARY STEEL SPACER

Ordinary Steel Spacer lacks broad support to prevent rocking in the groove. Sides of the spacer are not machined. Lack of machining prevents a uniformly close clearance between the groove wall and the rail, so oil passes around back of the ring.



ORDINARY STEEL RAILS

Ordinary steel rails are not cam shaped by heat treatment, therefore do not produce positive contact with the cylinder throughout its circumference.



HEAT SHAPED CYLINDER CONTACTING RAILS

Cam shaping by heat treatment produces the same "light tight" fit in cylinders that exist in piston rings that are individually cast to a cam shape. This cam shaping, exclusive with McQuay-Norris, is very important where the bearing edges are chrome armored. When these chrome surfaces are prelapped, it produces positive contact with the cylinder throughout its circumference and assures efficiant trouble free ring and cylinder life.

McQUAY-NORRIS MANUFACTURING CO.

ST. LOUIS . . . TORONTO

LARGEST PRODUCER OF SMALL RINGS IN THE AUTOMOTIVE INDUSTRY.



Millions of installations have proved beyond a doubt that Chrome Control Leak-Proof Piston Ring sets will outperform any other piston ring set regardless of kind, design or price.

For quick seating, no waiting for break in, satisfied customers and more money in the till, start using them today. They're guaranteed.

0.

CHROME CONTROL LEAK-PROOF

PISTON RINGS

Will outperform any other piston ring set regardless of kind, design or price.



McQUAY-NORRIS

COMPLETE LINE SERVICE

Designed and produced for the service field



UP...UP...UP...

SINCE this revolutionary new all-temperature motor oil was introduced (just a little over a year ago), the sales curve has rocketed UP like this! *Havoline Special 10W-30* is building a constantly bigger and more profitable percentage of oil sales for Texaco Dealers everywhere.

Havoline Special 10W-30 is just one of the many fine Texaco products with its own powerful advertising campaign — appearing regularly in *national* advertising, reaching car owners in all 48 states.

No wonder TEXACO DEALERS are such busy dealers!

THE TEXAS COMPANY

Sell every car you service the

RAYBESTOS 7-POINT BRAKE CHECK

and watch your brake service profits grow

HERE'S ALL YOU DO

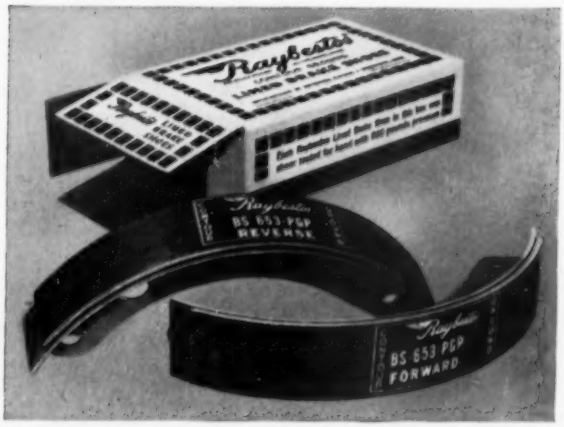
1. Pull front wheels and inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes or recommend a reline
7. Road test brakes

You get paid for every car you check

HARD-HITTING SALES AIDS AND NATIONAL ADS WILL SUPPORT YOU



THESE RAYBESTOS QUALITY PRODUCTS WILL SATISFY ALL YOUR CUSTOMERS



Raybestos "Contour Ground" Lined Shoes—the answer to all fixed anchor brake problems—are perfect for adjustable anchor brakes, too. Raybestos "Contour Grinding" assures true shoe radius—perfect lining-to-drum contact. It permits no high spots—no spongy pedal action due to excessive belly contact.



Raybestos PG Sets— All Raybestos brake linings are Proving Ground tested for greater highway safety. And only Raybestos linings are made by 7 different manufacturing processes to provide factory-packaged lining combinations for every make and model car. They stop faster—last longer.

MAKE WHEELS OFF PAY OFF! SEE YOUR RAYBESTOS JOBBER TODAY!

Reline with **Raybestos**

AMERICA'S BIGGEST SELLING BRAKE LINING

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.

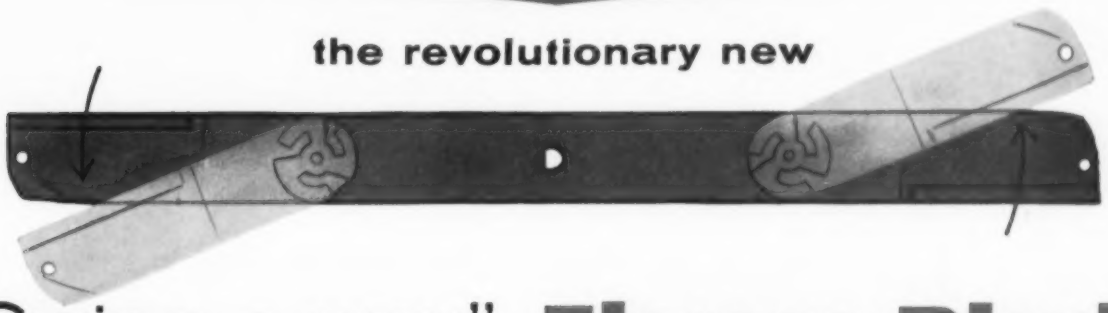
RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings Fan Belts • Radiator Hose • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Laundry Pads and Covers Packings • Abrasive and Diamond Wheels • Bowling Balls

RM

Certified

...announces a MAJOR TRIUMPH IN POWER MOWER ENGINEERING!

the revolutionary new



"Swing-a-way" Flexor Blade

PAT. PENDING

...prevents driveshaft damage

Certified obsoletes ordinary rotary mowers with the FIRST and ONLY flexible airfoil shaped blade. When this new blade strikes an object, the shock of the blow is absorbed by the two flexible ends as they swing out-of-the-way, instead of by the engine drive shaft. This prevents the shaft from bending, and leaves the blade free to continue mowing. The ends snap back in a fraction of a second through centrifugal force. LOOK FOR THIS BIG SELLING FEATURE ON CERTIFIED . . . America's finest power lawn mowers

Greatest rotary mower advancement . . . and Certified has it! Makes ordinary rotaries obsolete!

the Flexor Blade is an exclusive feature on every '57 Certified Rotary Mower



Model AE-180
24" deluxe trimmer-type riding rotary



Model RA-222
22" self-propelled heavy duty trimmer-type rotary



Model RF-22
22" heavy duty trimmer-type rotary



Model RM-20
20" deluxe heavy duty rotary



Model JK-50
18" trimmer-type rotary



Model EL-18
18" electric trimmer-type rotary

there's a Certified for every lawn

. . . America's biggest and best line!



Model LP-430—24"
Model LP-230—20"
Model LP-228—18"



Model PE-99
LAWN SCOUT
9" GAS EDGER-TRIMMER



Model NS-91
5" LAWN SCOUT
ELECTRIC EDGER—TRIMMER



Model RR-140
30" deluxe reel-type riding mower



Model TD-170
24" economy reel-type riding mower



ALL-PURPOSE FOLD-AWAY LAWN SWEEPERS
Model LS-240 24"
Model LS-200 20"
Model PS-124
24" Power Model

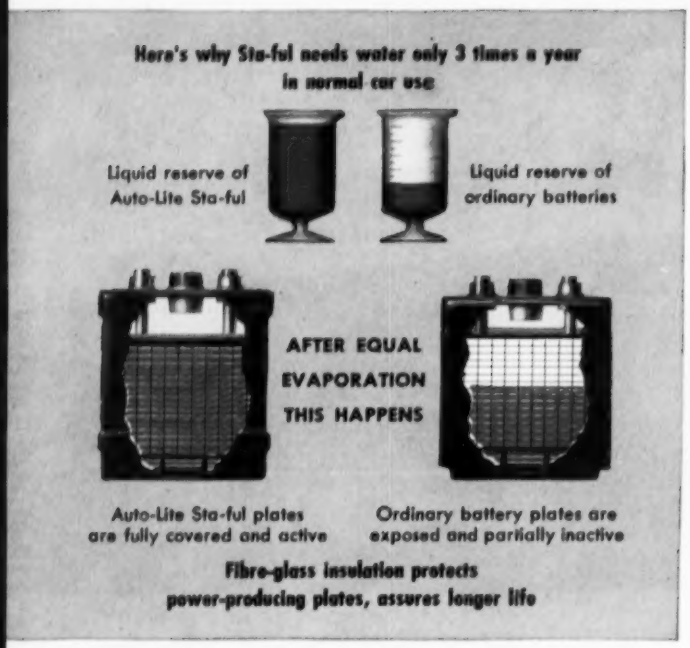
manufactured by
WESTERN TOOL AND STAMPING CO. 2725 Second Ave., Des Moines 13, Iowa
the world's largest producer of power lawn mowers

WESTERN TOOL AND STAMPING CO.
2725 Second Avenue, Des Moines 13, Iowa

☐ Please send me free color literature on complete line.
☐ Please have a representative call on me.
☐ I am a dealer. ☐ I am a jobber.

Name _____
Company _____
Street _____
City _____ Zone ____ State ____

Here's Why Auto-Lite Sta-ful is America's Fastest Selling Premium Battery



sta-ful

Needs water only 3 times a year!*

*In normal car use

FAMOUS SLOGAN SUPPORTED 100%

The 2-million-mile test more than supported the famous slogan—"needs water only 3 times a year." And with this kind of conclusive proof, Auto-Lite is making sure the public knows the facts through one of the most powerful national advertising programs in industry. Advertising will appear in every major advertising medium—magazines, newspapers, billboards, and TV in selected marketing areas.



sta-ful

IS BEST BY TEST!

A tough, two-million-mile test proved Auto-Lite Sta-ful the finest battery money can buy! This conclusive test was made with *production line* Sta-ful Batteries in 100 cars of 17 different makes. They were driven in desert heat and Arctic cold.

Here are the dramatic results of that rigidly controlled test:

- 9 out of 10 batteries subjected to this test needed water only two times a year, and none needed water more than three times a year.
- Of the 100 batteries tested, not one failed.
- Over 95% of the batteries exceeded the initial cold discharge voltage requirement of a new battery.
- Over 81% exceeded the initial cold capacity requirement of a new battery.



sta-ful

IS PRICED RIGHT!

There's an Auto-Lite Sta-ful Battery for every car owner. Prices start as low as $21.95 and the line includes both 6- and 12-volt applications. Sta-ful means better value for your customers and more profit for your pocket.

ASK YOUR JOBBER...

Ask your jobber salesman about the brand-new program on Auto-Lite Batteries. It means better value for your customers and more profit for you.

NOW DRY-CHARGED!

The entire line of Auto-Lite Sta-ful Batteries is now available dry-charged! No more worries about storage problems. Auto-Lite Sta-ful Batteries are fresh when you buy them—fresh when you sell them.

Dry-Charged Auto-Lite Sta-ful Batteries are easy to sell. You can tell your customers how easy it is to activate an Auto-Lite Sta-ful. You simply pour Activite fluid into each cell, replace the caps, and the battery will be ready for full-power action.



THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO

AUTO-LITE

sta-ful

NEEDS WATER ONLY 3 TIMES A YEAR*

*In normal car use

WHAT A DEAL!



A COMPLETE MECHANICAL

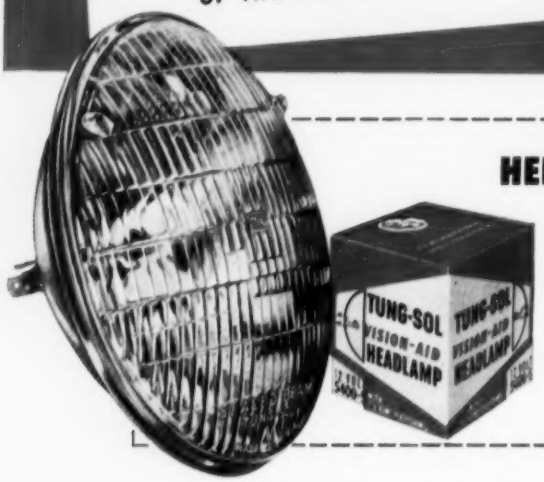
HEADLAMP AIMING KIT

WITH A CASE OF 8 { 5400S or 5040S

TUNG-SOL VISION-AID HEADLAMPS

(WITH E-Z AIM PLATFORMS)

FOR LESS THAN THE REGULAR COST OF THE AIMERS ALONE!



HERE'S WHAT YOU GET IN THE KIT:

- **A pair of Mechanical Aimers with quick check features.**
- **Level Compensator for uneven areas.**
- **Pad of Check Sheets to help sell aiming service to customers.**
- **Beam Demonstrator to show the dangers of poor beam alignment.**

Mechanical Aimers adjust headlamps in minutes, even in broad daylight! Get your share of this profitable service business! Boost your headlamp replacement sales, too!

Approved mechanical aimers open up a whole new source of servicing profit for alert dealers. Every car that drives in can be checked for correct headlamp aim in a matter of minutes—day or night—even on *un*even ground. A simple adjustment should bring a minimum service charge of $1.50.

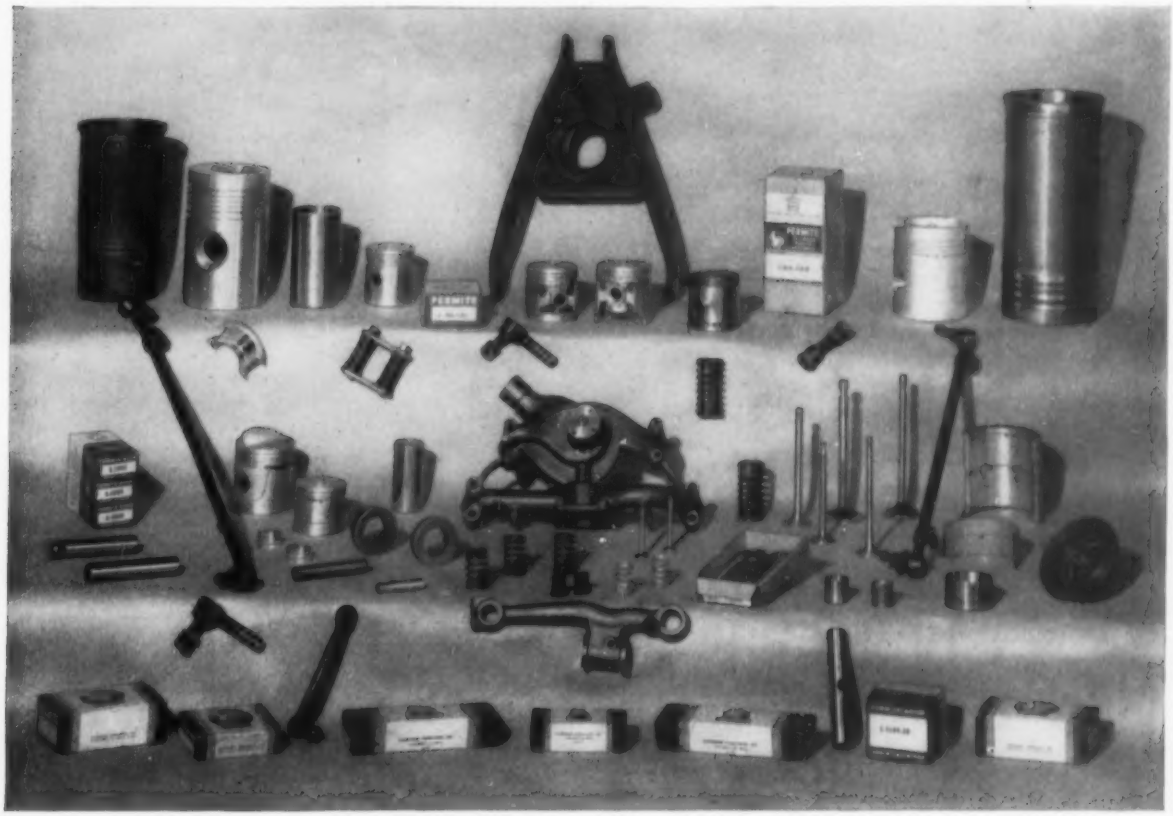
Most of the cars you check will have the old style headlamps. *If there's no fog cap shielding the filament,* you've got a potential customer for a pair of new Tung-Sol Vision-Aid Headlamps that offer 80 extra feet of seeing distance, more powerful beams and improved bad weather visibility!

Plenty of repeat business, too, because—as leading authorities recommend—all headlamps should be checked every 5,000 miles.

This big, ready-made headlamp servicing market pays for the kit in almost no time! For full details, see your Tung-Sol supplier. Tung-Sol Electric Inc., Newark 4, N. J.

Sales Offices: Atlanta, Ga., Columbus, Ohio, Culver City, Calif., Dallas, Texas, Denver, Colo., Detroit, Mich., Irvington, N. J., Melrose Park, Ill., Newark, N. J., Philadelphia, Pa., Seattle, Wash., Canada: Montreal, P.Q.

TUNG-SOL®
VISION-AID HEADLAMPS





EVERY part is there in the PERMITE line

Yes, with Permite you have all needed parts in *one* line! The valves, the pistons, the pins, the bearings, the water pumps, the bolts, the suspension parts, the spring shackles . . . all the parts you need for engine or chassis overhaul are supplied in the complete Permite Line of Original Equipment Parts.

And Permite's greatly expanded production and service facilities in support of the Permite nation-wide distribution system make Permite Parts always AVAILABLE—when you want them —for all makes and models of cars, trucks, buses, tractors.

Just phone your nearby Permite Distributor.

- Valves
- Valve Guides
- Valve Parts
- Pistons
- Piston Pins
- Pin Bushings
- Cylinder Sleeves
- Sleeve Assemblies
- Engine Bearings
- Water Pumps
- Ball Joint Suspension
- King Bolt Sets
- Tie-Rod Ends
- Suspension Parts
- Spring Shackles

ALUMINUM INDUSTRIES INC., Cincinnati 11, Ohio

original equipment

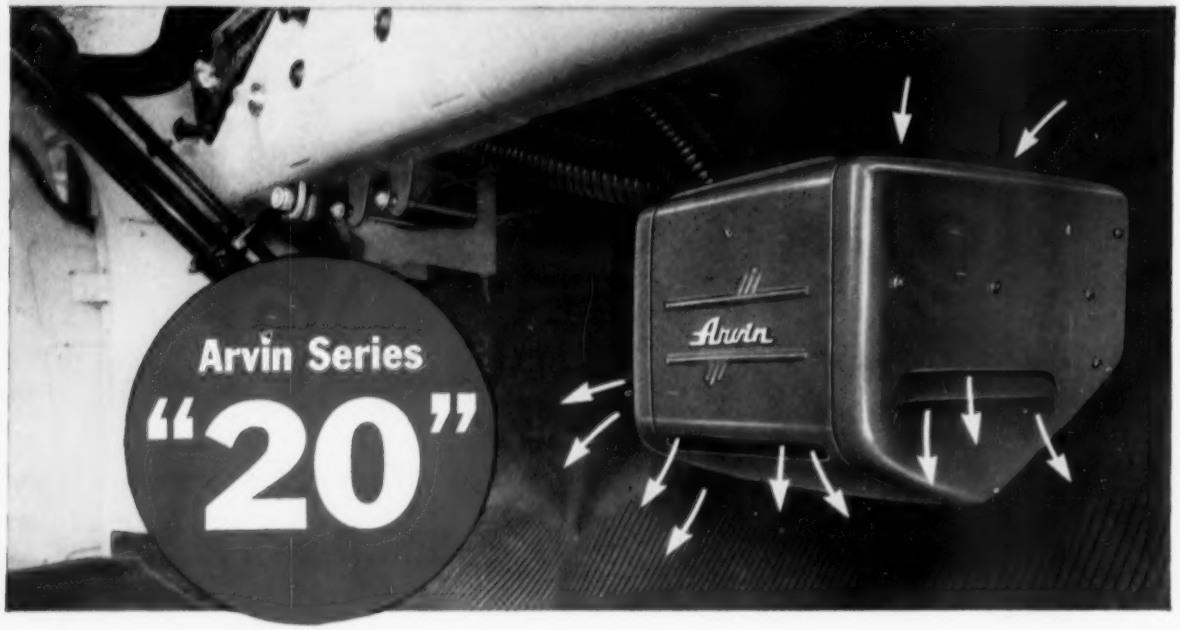
Permite parts

the complete engine and chassis line

Arvin

HOT WATER CAR HEATERS

for cars and trucks — 12 and 6 volt models



Finest universal recirculating heater-defroster —priced way below car factory heaters!

Fits most makes of cars and trucks, new or old. Takes little space. Easiest-to-sell car heater on the market—because it combines proved efficiency, compact space-saving design and terrific low-price appeal, backed by the Arvin reputation for top performance and quality. Its low-price gives you a trading edge on close deals, a profit edge on good deals. And it's a perfect replacement heater for used cars and trucks. Quick, easy installation.

List price only

$34.95 Defroster Extra

LIBERAL DEALER DISCOUNT

12 volts—Model 20-12

6 volts—Model 20-6

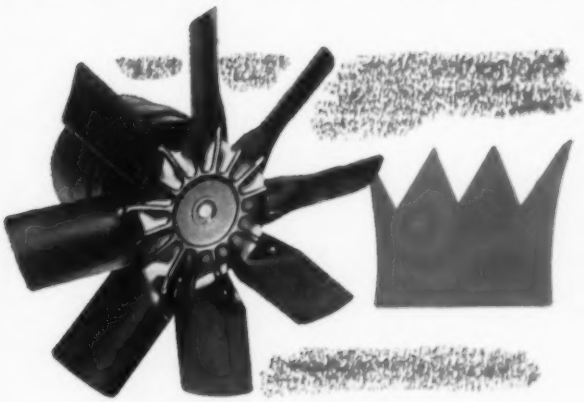
FREE *Bright, sales-winning wall or window poster! Big, 17x22", 2-color streamer FREE with your Arvin Heater order.*

Arvin FIRST IN CAR HEATERS SINCE 1921

TREMENDOUS HEAT AT TREMENDOUS SAVINGS



Big heat from its big heart



. . . and a king-size fan

The heart of a heater is its core, and the Arvin "20" has a BIG heart—a honeycomb core, 6x8x 2½", with 2800 square inches of radiating surface. The water changes completely every two seconds at normal driving speeds—distributes heat *fast!* The powerful 8-blade, 7-inch fan moves 150 cubic feet of warm air every minute. Circulates *all* the air in an average-size sedan or truck cab every two minutes for continuous, thorough heating comfort.

SEE YOUR ARVIN DISTRIBUTOR

Electronics and Appliances Division

Arvin INDUSTRIES, Inc.

Columbus, Indiana



Pressure-Forced Fresh-Air Heat and Defrosting

As a fresh-air heater, the Arvin "55" fits 1955 and 1956 Ford* and Chevrolet passenger cars. It has a high-speed, impeller-type blower, operating up to 3200 r.p.m., which pressure-forces big heat volume throughout the car and to the defroster—within seconds. The large core refills with hot water every 2 seconds. With heater shut off, summer vent provides fresh air circulation for cooling. Can be completely installed in '55 or '56 Ford and Chevrolet cars in little more than an hour.

As a recirculating heater, the Arvin "55" fits Plymouth as well, and can be installed in even less time. Defrosting kit only $4.95 list.

List price only $44.95

Fresh-air kit including defroster $9.95 extra.

LIBERAL DEALER DISCOUNT

12 volts—Model 55-12 6 volts—Model 55-6

**1956 Ford without radio*

3 REASONS WHY VELVET-RIDES ARE THE MOST PROFITABLE SHOCKS FOR YOU TO SELL



engineering

Designed and built for modern driving—Velvet-rides are engineered to adjust automatically for the exact holding power needed for each road requirement. No gimmicks...no gadgets...no get out or get under!

performance

The Airtrap Dome prevents fading—gives smooth, positive performance. Oversized piston with double-action valving keeps wheels on road for sure traction, greater control, easier handling . . . resulting in increased driving safety.

price

These exclusive Columbus engineering and performance characteristics, found in Velvet-ride shocks, are available at a competitive price to produce greater profit for you by offering your customers greater value.

suggested list price $7.65

COLUMBUS *Velvet-ride* **SHOCK ABSORBERS** LICENSED BY DE CARBON

another • HECO • *quality product*

HECKETHORN MANUFACTURING AND SUPPLY COMPANY, LITTLETON, COLO.

Hey, Men! Make a Triple Profit on MAC'S WINTER RADIATOR CLEAN-OUT TRIO!





Amazing non-acid, one-flush cleanser ...fast...effective...can't hurt hands!

PROFIT 1

Mac's Cooling System Cleanser is a Winter "must" for every motorist—especially users of anti-freeze. Tell your customers. Tell 'em how it removes rust, scale, greasy sludge, mineral deposits—all kinds of stoppage. One shot does it...you need *no neutralizer washout!* Just flush once! Do the job in half the time. Mac's contains no oxalic or other acid—100% safe for hands or face, clothes, car paint, hose, etc. Ideal for use in mechanical flushing equipment.

PROFIT 2

Guaranteed to keep radiator water crystal-clear for over a year!



MAC's famous No. 13 is the natural sales follow-up. Inhibits rust...keeps radiator water crystal-clear for a year. Lubricates water pump. Millions of satisfied users.

PROFIT 3

Mac's Sealer and Stop-Leak...Stops seepages and leaks in seconds!



ORDER TODAY!

"Don't Wax It...MAC'S IT!"

MAC'S SUPER GLOSS CO.

LOS ANGELES 42, CALIFORNIA

RIVETED SEGMENTS

BONDED SHOES

BOXED SETS

The Safest Thing on Wheels...





New!

Two fast-moving assortments of Thermoid Bonded Shoes that service 90% of the popular car market. Include applications through 1956

Whether you use bonded shoes or riveted segments, always insist on Thermoid *Custom-Built* Brake Lining—the safest thing on wheels. See your Thermoid jobber.



Rubber Products



Hydraulic Brake Parts and Fluid

Thermoid

Thermoid Company • Trenton, New Jersey

Now Ford owners see they're getting "the real McCoy"!



With new "open-window" parts packaging, customers can tell at a glance that you use Genuine Ford Parts!

IT'S EASY to display Ford's new "picture-window" parts packages . . . and it's profitable too! You've got a silent salesman on the job to remind Ford owners of service jobs that need to be done . . . and to remind them that you specialize in Fords! It's an effective way to build confidence . . . and business!



Genuine Ford Condensers | Genuine Ford Distributor Points | Genuine Ford Spark Plugs | Genuine Ford Oil Filters | Genuine Ford Distributor Rotors | Genuine Ford Starter Brushes | Genuine Ford Generator Brushes

GET THIS SIGN . . .

Display a Genuine Ford Parts oval and pull in more Ford business. Ford owners watch for it. Mail coupon for details.

GENUINE Ford PARTS

PARTS AND SERVICE SALES PROMOTION DEPT.
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME_____

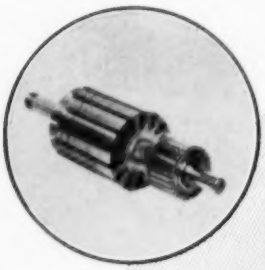
INDIVIDUAL'S NAME_____

ADDRESS_____

CITY_____ STATE_____ J-10

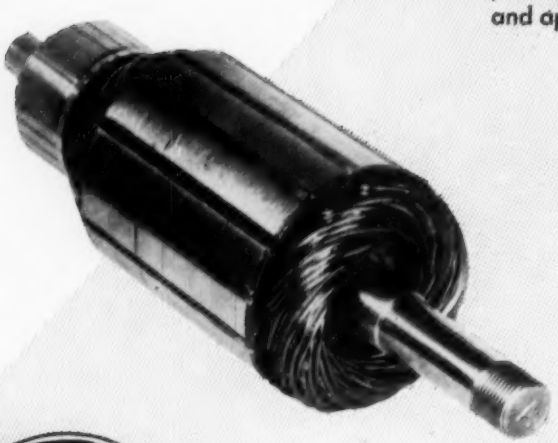
VMC GENERATOR ARMATURES

are the best replacement armatures



...and here's why!

A core whose commutator, shaft and laminations have passed a rigid test for quality and appearance.



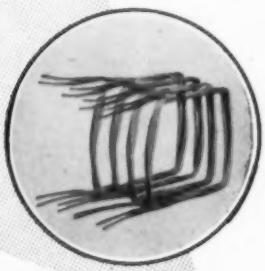


Heavy duty end fibres; 2,000 volt test slot insulation; true forming lead insulation; fibre cord wedges.



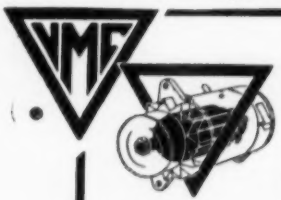
A heat hardening, phenolic resin varnish especially designed for high speed armatures that require exceptional bonding properties.

VMC pre-formed coils that are wound to original specifications for wire size and number of turns.



These specifications—met by VMC armatures only—assure the highest quality armature in the replacement market.

KNOW WHAT YOU BUY,
BUY WHAT YOU KNOW
—and BUY
Through
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THE VMC SYSTEM

FACTORY METHOD RECONDITIONING

LOCAL SERVICE • NATION-WIDE

ATLANTA 18, GEORGIA

SOUTHERN AUTOMOTIVE JOURNAL
OCTOBER, 1956



Garageman Phelps (left) holds a no-holds-barred session with the force every month.

Pushing Profits by Three P's

By Ross L. Holman

PROFITS depend on three other P's at a garage in Nashville, Tenn.

What with the shortage of skilled mechanics and an overabundance of prospective customers who might ride a mile to save a nickel, service establishments over the South have been faced with the necessity of pushing three ways at the same time in order to make the over-all operation profitable.

That brings us to the three P's again — People, Personnel and Policies — which have been paying off for Lyknu Paint & Body Shop.

One day a man brought his car to the shop for major repair work that would take several days.

"Rush this job through as fast as you can," he said, "because losing the use of this car is costing me $2 a day taxi fare to carry me to and from my work."

"Maybe I can help you out on that," said Manager J. D. Phelps. "Go jump into that Plymouth over there and use it until your own car is ready. Won't cost you a cent extra."

The customer was overjoyed. This favor would save him $8 or $10. By making his few spare cars pinch-hit for vehicles under repair, Phelps has cemented the loyalty of some of his most profitable customers.

He doesn't make that kind of offer to just any service customer and he doesn't advertise it. But where he knows the customer well and the favor actually relieves a known hardship, he throws in this favor along with the estimated service price.

This is one of the many expressions of Lyknu courtesy that Phelps uses to win friends and influence customers — People. The term "courtesy" can be defined in many ways, but Phelps has given it a much broader meaning than Webster's best seller ever applied to it. The three-way Lyknu courtesy policy embraces all customers, employees — Personnel — and competitors in its outreach, all wrapped together involving Policies.

"I had one mechanic who was ideal in most every respect," said Phelps. "He was a whiz in mechanical skill and turning out work. He could give almost a perfect estimate on the cost of a job. But he was an irritable, impatient sort of guy who rubbed people the wrong way.

"I had one customer who canceled a nice reconditioning job on his car because this mechanic in reply to the owner's inquiry said gruffly, 'I have no idea when I'll get through with it. You'll just have to wait.' Later on I had to let him go because that one fault hurt my business more than I was aided by his many admirable qualities."

Phelps' three-way program has built his car repair business in 14 years to where he keeps 14 me-

Simple little things, done over and over, can be made to pay again and again.



Lending a car to a veteran customer while his car is being repaired is one of those little things which keeps 'em coming back to this shop.

chanics and two helpers busy almost full time. You'll find his 100′ by 100′ shop jammed with cars under repair almost any time you walk in. During summer they finish a complete paint job on six to eight cars a day alone, plus several spot paint deals.

Phelps has had many experiences to show how his planning pays.

For example, there was a woman tourist passing through. "Many a garage owner feels he can bleed a tourist almost white and get away with it because he doesn't ever expect to see him again," said Phelps, "but this shady practice will crop out on him sooner or later.

"This passing-through lady was having so much trouble with her car she was prepared to pay a lot to get it fixed. She was so greatly relieved to learn how little her repair bill was it made me feel good. Many months later the same lady stopped by for another repair job. I learned she had gone ten miles off her regular route to reach my shop."

Phelps told of an experience that showed him how courtesy pays off in dollars as well as in a conscience that enables him to sleep better at night. A large trailer truck stopped for a major repair one afternoon after closing hours. He told the driver that his mechanics had all gone home and recommended another garage that stayed open 24 hours a day.

"Nothing doing," said the driver. "My boss has put that garage on his blacklist because of the extortionate charge it made on a repair when the truck was passing through last year. The operator probably thought it would never come that way again. My boss is familiar with the standardized rate for such a job and knows how much he was gypped. None of his trucks will ever stop there again."

After that Phelps was far less inclined to recommend the offending garage for any work he himself couldn't do. So the overcharging operator lost business both ways.

To further implement his courtesy policy he makes all his cost estimates not only as reasonable as profit will allow but he makes them so plain and unmistakable there can be no misunderstanding between him and the customer.

"Sometimes," he explained, "a car owner, after he gets my estimate, retorts, 'Now is that going to be your actual charge or are you going to pile on a lot more before I come after my car?'

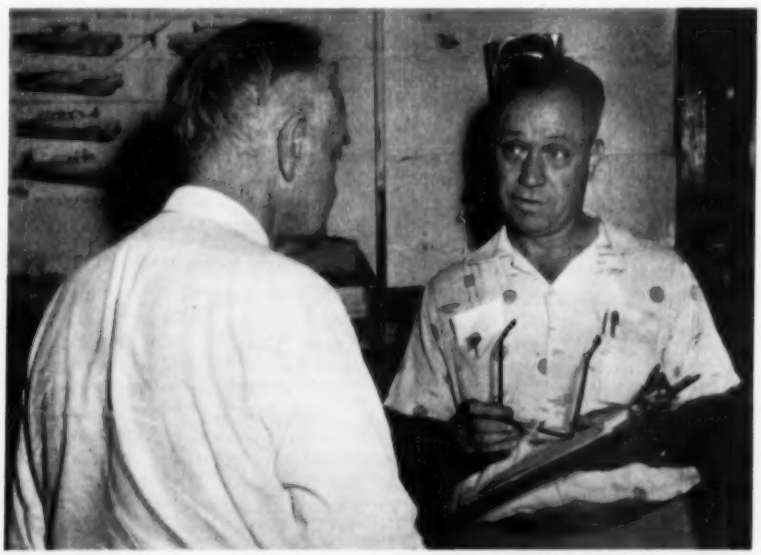
"I explain that the estimate will be the total cost for the repairs he ordered and that I will not add another cent without his consent for further work. I stick to that estimate without fail. But I get his telephone number so that if additional repair needs show up after the mechanics do a little stripping down I can get in touch with him.

"If some other important ailments show up I don't risk his resentment by remedying them without his consent. If I can't get in touch with him during the day, we list the weaknesses and point them out when he calls for his car. In that way we escape responsibility for anything that might happen by failure to follow through on the additional repairs."

Phelps went on to explain that he has a few regular customers who have enough confidence in him to give him a blank check for any possible repair needs his mechanics might uncover. They are usually such patrons as doctors, insurance men, salesmen, etc., whose dependence on smooth car performance is vital.

(Continued on page 114)

Going over his price list with a competitor helps eliminate unfair competition and builds better business for all, Phelps (right) said.





The "Two-Ten" sport sedan (top) and Bel Air convertible.

Chevy Offers Turboglide and Fuel Injection

FUEL injection and a new triple-turbine automatic transmission made their debut on the 1957 Chevrolets this month.

In an announcement that caught most of the industry by surprise, Chevrolet Motor Division announced that its Ramjet fuel injection would be introduced on the Corvette engine, a new V-8 of 283hp that is to be available as an option throughout the line of Chevrolet passenger cars.

Also unveiled for the first time was the new transmission, known as the Turboglide.

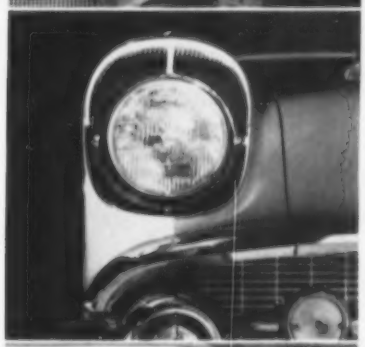
Fuel injection, a long-time objective of American automotive engineers in their quest for ideal flexibility in performance, replaces the customary carburetor. Because of quicker power response and faster warm-up, it is expected to gain almost universal adoption within a few years. Chevrolet pioneered the device in its field and will be one of the few makes, regardless of price, to offer the advance on engines this year.

For a detailed report on the Ramjet fuel injection system, turn to page 77. For a report on the new Chevrolet Turboglide transmission, see page 76.

The Turboglide is a Chevrolet exclusive. It carries the principle of torque conversion — first introduced in Chevrolet's Powerglide in 1950 — to what engineers termed a new peak in efficiency.

The triple-turbine — with infinitely variable ratio characteristics — produces an uninterrupted driving force at all speeds. There is reportedly no feeling of "shift" at any level.







Top: "HR" on Turboglide indicator dial means hill retarder. Center: Ventilation intake screen is above the headlamps. Above: Gasoline cap is concealed by rear fender.



Incorporating an unusual "hill retarder," Turboglide is included in a choice of 22 power trains, suggestive of the customized trend that has so greatly influenced passenger-car models in recent years.

In eye-appeal the 1957 Chevrolets differ strikingly from 1956 models. While two and one-half inches has been added to over-all lengths, the horizontal sweep of new styling motif gives the impression that the car is even long-

(Continued on page 118)

Running "Santa" Up a Pole







By C. Thomas

A. B. Poe ran a red-flanneled, beardless Santa up a pole in El Paso, Texas, last July and in doing so helped move 22 new Chryslers and Plymouths and 16 used units.

The "deal" was allegedly so hot that the salesmen had to don Bermuda shorts to keep cool.

How much profit came from this "salethon"? The washouts hadn't been completed at this writing, but Alton B. Poe III said:

"It will be an average one. And, remember, we sold 38 units at a very dull time!"

The dealer's goal was to run Santa up a pole and (with tongue in cheek) not let him down until 60 cars had been sold. Instead, 38 were sold in the 40-hour period and "Saint Nick" had sunburned ankles to show for it.

Actually Poe was unable to get in touch with the real Santa, who at the time was sleigh riding around the North Pole. Consequently, he grabbed one of his salesmen, stretched a suit of red underwear over him and pawned him off as the real McCoy.

Poe's had to do something. The company had already run several newspaper advertisements announcing its intentions and had four local radio stations making the announcements.

Also, to dramatize how "hot" this sale was to be, the salesmen had invested in Bermuda shorts. There was a more real-looking Santa on the streets carrying a big placard about the event. There was a beard for him — none for the underwear-clad Santa up the pole.

The "event" was kicked off by

Top: Display windows were turned into billboards. "Santa" is shown here and, yes, in July!

Middle: Here's the up-and-down-the-street Santa (other one being atop the pole) surrounded by salesman of the dealership.

Left: Pole-sitting Santa is being interviewed before going aloft.

Sold 38 Cars!

having the up-the-pole Santa interviewed by a mobile news unit before Santa scampered up the pole. During the 40 hours, Santa was interviewed several times from his perch.

Santa was the deal. Actually, by the demonstration, this Santa was a frustrated disc jockey. From his vantage point, he heckled those driving below in cars that should be traded for a later model. And, at more ludicrous times, he gave out in song, rendering bits of "Standing on the Corner Watching the Girls Go By." This number was dedicated to the salesmen standing idle below instead of hustling themselves up a customer or two.

This up-the-pole Santa was to receive $5 for every car sold during this promotion. So it was some of his business to put on an act to stimulate things, especially the salesmen.

Salesmen Got Busy

Prior to this event, the salesmen phoned or otherwise got in touch with all the prospects they had dangling — those who just couldn't be closed for one reason or another.

This promotion, the most successful in this firm's long history, proved conclusively that there was no shortage of prospects.

"What it takes is a gimmick to close sales," Alton B. Poe III explained. "The majority of the 38 sales were made to drop-in prospects whose names had been procured within the past two or three weeks."

The thinking here was that the public has become so gimmick-conscious it just can't respond to a deal which doesn't involve one.

"As far as trade-ins were concerned, we paid no premium, we got the normal run of trade-ins," he said.

From discussing this promotion with both management and the salesmen, this promotion's success can be credited to what it did for the salesmen. Talking over the details involved was a means of building a fire under them. They were made to feel a part of the act, and accepted the responsibility of helping to put it across. In less romantic terms, they worked at selling because they had a share of the responsibility.

Dressing them in shorts gave them a change of pace, a change of attitude. It changed the dry routine of showing and talking cars. It was their attitude that influenced their prospects, not the "deal" . . . . the free power steering . . . . or the free 52-piece silverware.

Even in the great state of Texas it is remotely possible that Ole Saint Nick has never come quite so early as he did at El Paso.

Or perhaps Texas is big enough for Christmas in July!

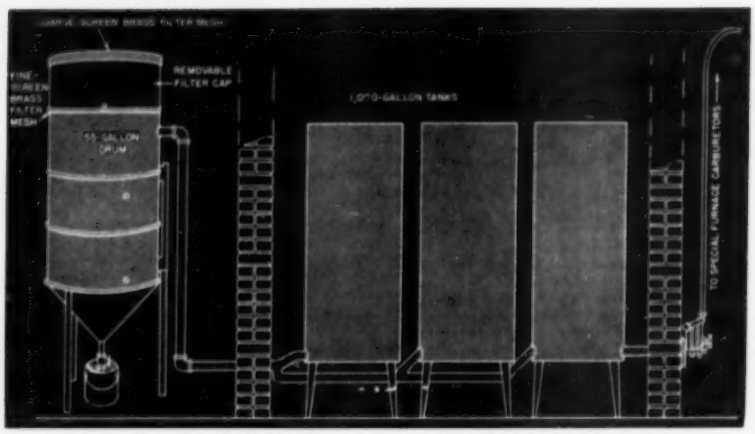




Top: The beardless Santa, equipped with a public address system, was able to heckle any lagging salesmen, sing and otherwise draw attention. Above: Soft drinks were brought in and iced by the cases. It had been a long time since an El Paso showroom had Yule decorations in July!

Crankcase Oil Saves on Fuel Bill

Almost twice as much is being pocketed as early estimates had expected.



This drawing, simplified, first appeared in this publication when the system of letting shop customers furnish free heating fuel was published in 1951. It shows the oil flow. Tanks actually are buried under an outside parking lot, a pipe leading to them from drum in the shop.

USING crankcase drainings to heat their big building is paying off nearly twice as well as the owners of the Pontiac dealership at Augusta, Ga., had hoped for six years ago.

Pontiac Master Auto Service last winter had to buy only 500 gallons of fuel oil (@ 19¢ a gallon). The remaining 3,500 gallons consumed came from customers' crankcases, or a savings of $665 in one season alone.

Listen to what Partner Walter Schlapp said when this innovation was first reported in the March, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

"Our entire heating plant, including hot-water pipes placed in the flooring, cost $6,800, plus $2,000 for insulating the roof.

"Let's assume that our oil-bill savings amount to $450 a year. In 20 years, as you can see, our entire heating plant will have been paid for by this setup—paid by using old crankcase oil that is so often considered a nuisance by service shops."

And what does he say today? Agreed Schlapp and his cohort, W. L. Schafer:

"Figuring a ratio of ten to 1 on gross to net profit, we'd have to do $6,650 business to hope to net $665 we saved last winter alone on our heating bill.

"We are as delighted with our system today as when we installed it in our new building in 1949.

"You can really save money by our heating system and that's more important today than it has ever been."

Mechanics see that the oil—including Hydra-Matic drains but not the transmission or differential grease or solvents used in cleaning parts, etc.—is accumulated in drums. Periodically these are emptied into a vat which has a filter. From this point the fluid moves by gravity to three 1,000-gallon tanks under the outside parking apron.

Valves determine which tank is to be thrown on the fuel line. A regular boiler was employed, with a special adaptation to help atomize the heavier liquid.

To lessen any difficulty from this thickness, around 500 gallons of the thickest accumulation is removed from the tanks each year and this sludge is sold at 1¢ a gallon to the man who hauls it away.

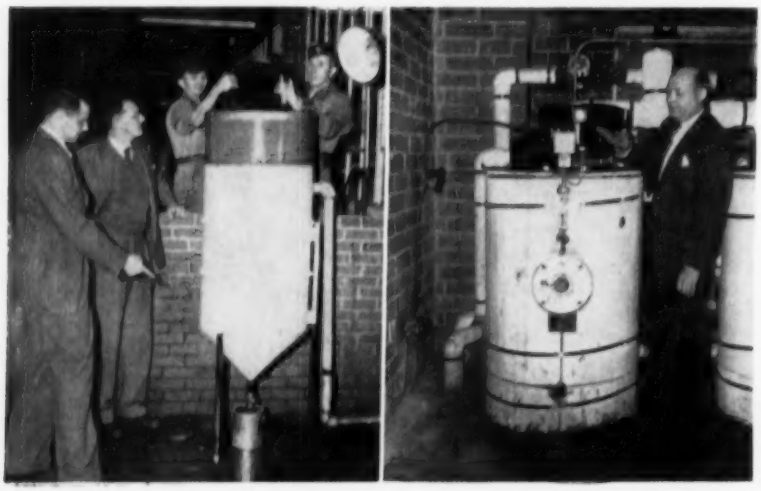
It has been found desirable, for best results, to mix a small amount of purchased fuel oil with the free.

To minimize maintenance, a porter each night cleans the spark plug which helps ignite the fuel each time the thermostat calls for heat, his job requiring about five minutes. Without this cleaning, the plug would become fouled in a few days. Even this might be eliminated by some revamping of the system, it was pointed out.

Thermostats maintain the shop

(Continued on page 110)

These photographs were with the original announcement of the heating idea. At left looking on as mechanics empty drainings into the filter-capped drum are the designer of this innovation, Douglas Cone (extreme left), and Pontiac Dealer Walter Schlapp. In picture at right Schlapp's partner, W. L. Schafer, points to the special carburetors designed to atomize the heavier fuel in dual furnaces. Note where the filtered crankcase drainings come in from the storage tanks situated on the outside.



Drag Racers Hit 152mph



An ATAA official motions Art Arfons to stop as Art approaches the starting line at ATAA's World Series of Drag Racing. Arfons, an Akron, Ohio, feed mill operator, went on to make the fastest time of the meet — a sizzling 152.542mph for the quarter-mile acceleration run. Arfons received the Maremont award, a 36" trophy, and a $1,000 university scholarship. His car is a giant 3,500-pound home-made hot rod powered by a 12-cylinder Allison engine. Meet was at Lawrenceville, Ill.

A 30-YEAR-OLD Akron, Ohio, businessman and his six-wheeled, 3,500-pound "Green Monster #6" roared to top honors at the third annual World Series of Drag Racing, held recently at the Lawrenceville, Ill., airport.

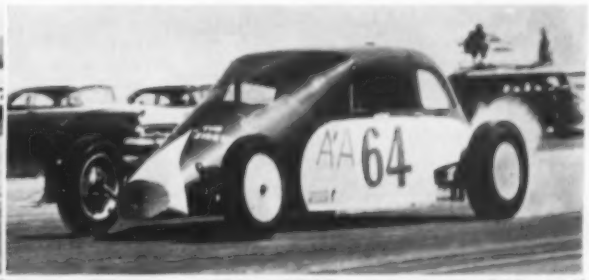
Art Arfons, operator of a grain and hardware store, piloted his winning dragster to a new track record of 152.542mph at the colorful meet, which attracted more than 1,000 hot rodders from all corners of the country. Some 300 racing cars, ranging from stock Detroit models to dragsters designed and built by automobile enthusiasts, competed at the yearly Mecca of hot rodding.

The annual meet is sponsored by the Automobile Timing Association of America, Inc. Encouraged by far-sighted police and civic officials, today's hot rodders proved again that their constructive technology and highly refined skills are not to be confused with the activities of the dangerous, destructive "shot rodder" whose souped-up stripped-down vehicle is a menace to the average highway motorist.

(Continued on page 92)

Photo below: To give hot rods greater weight to the rear, and consequently better traction at the start, many are constructed in "sling-shot" fashion with the front wheels well forward and driver seated behind rear axle. Photo bottom below: This highly modified 1927 T roadster beat out all other competition to cop Holley carburetor trophy for top eliminator of the meet. Driver and owner was Don Schleicher, 24, Kansas City, Kan., mechanic. Below: This snout-nosed car was made from a '46 Crosley sedan and was powered by a '49 Olds V-8 engine, mounted sideways between the two rear wheels. Photo bottom below: Nick Colbert, 18-year old son of President L. L. "Tex" Colbert of the Chrysler Corp., prepares to drive off in a final elimination run. Colbert drove a souped-up '56 Dodge D-500 and placed fifth in the stock-car class. Another D-500 led in this class with 102.389mph. This was the third successive annual running of the event.











After explaining to a customer (photo below) why an oil filter cartridge should be replaced every 5,000 miles, Service Station Operator Finks (above) installs the unit while the curious purchaser watches the job.

Our Cartridge Sales Are Up 30% This Year

-By-
JOHN H. FINKS
Co-Partner, Finks Bros. Gulf
Arlington, Va.

ALL we have to do is talk an oil filter cartridge to a customer to sell it.

On every oil change and grease job that comes in here, we watch mileage, note the condition of the oil and recommend a cartridge where needed. We sell 60 to 75 cartridges a month at the present time, which marks a 30% gain over the corresponding period last year. The rising figure (due in part to the many new cars on the road) indicates that just about everyone we talked to accepts our recommendation.

To me a filter is a self-explanatory item. It filters oil of residue, carbon and foreign matter and keeps the oil clean. If you tell a customer that clean oil keeps his high-compression engine in better operating condition, you will have no trouble selling him a cartridge when he needs one.

We show him dirty oil and explain why it causes his engine to operate improperly. We point out how useless it is to change oil and leave a dirty cartridge. It's like putting on a raincoat in a downpour and leaving your head bare. You are not getting proper protection which you should have.

In the few cases customers question us, we have shown them how poorly they are safeguarding their $3,000 investment in a car holding back on a new cartridge. A car's parts in operation mean the action of metal against metal. Clean oil is vital to smooth lubrication.

We not only sell a replacement but emphasize how important it is to have a cartridge changed every 5,000 miles. We tag every cartridge change with date and mileage, so that this item will not be overlooked. In years gone by an oil filter was an extra accessory. But it is standard equipment on all new cars from '55 on.

We carry an inventory of 10 to 20 each of the fast-moving cartridges and one each of the slow-moving filters. Since we are in a metropolitan area with our supplier close by, there is no need for a heavier stock.

When some doubt arises in a transient's mind on the wisdom of putting in a new unit, we like to cite the '49 car of one of our customers who has religiously had a lubrication and oil change every 1,000 miles and cartridge replacement every 5,000 miles. In 107,000 miles of operation that car has never had a motor job nor front-end work done on it.

There's a little extra bonus for the station remembering to sell oil filters:

You usually can sell an extra quart of oil!





Built for Service



Mechanics won't get run over by customers in this shop! There's room for everyone in the well-lighted, well-ventilated service department. Note the ample daylight. High ceiling minimizes sun's heat in summer.

SHOP operations were emphasized in the construction of the new home of Beard-Rhame, Inc., the Cadillac-Oldsmobile dealership at Camden, S. C.

The shop, completely equipped, occupies 8,300 of the over-all 11,700 square feet. The wide, almost square, service department permits easy handling of traffic.

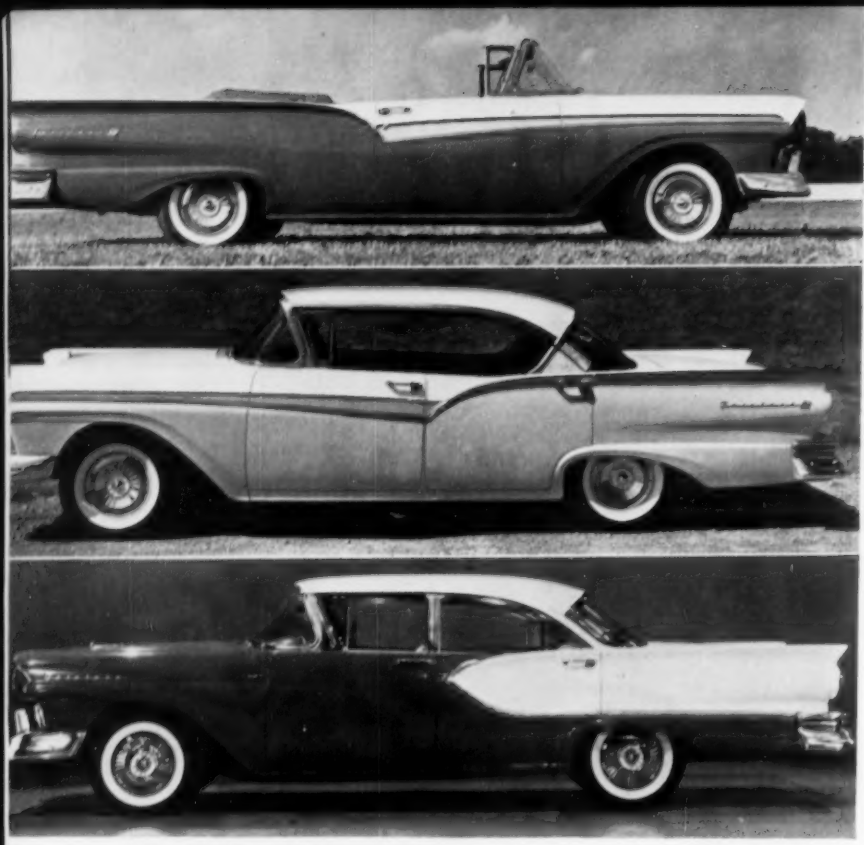
The building has one feature which is becoming more common as dealerships move into new quarters. That is the arrangement whereby the balcony for parts storage can be extended at a minimum cost should it be found necessary to expand the parts inventory in the future. Bulky parts stored in the balcony include fenders and tailpipes.

The location is typical of so many other dealership plants in that by being situated away from the main business section, the owners were able to obtain considerable land for customer parking and a used-car lot at a price far below downtown costs.

This dealership took root on three and a half acres, with two and a half acres set aside for parking and an ample used-car lot.

The owners are H. E. Beard and E. C. Rhame. They took on their franchises two years ago.





Top: The longest, lowest Ford convertible ever made in this Sunliner which is being introduced along with 18 other completely new Ford body styles. The top powerplant will be the optional 245hp Thunderbird Special V-8. Center: The four-door Victoria is a member of the new "Fairlane 500" series. Fairlanes are nine inches longer and four inches lower than their '56 counterparts. Headroom is as great as last year, since the chassis and floor were redesigned for a lower center of gravity. Above: Fairlane sedans have hardtop styling despite the conventional center pillar, which has been slimmed up considerably.

FORD'S BIG CHANGE

THE 1957 Fords have 20-gallon gasoline tanks (three gallons bigger) for two reasons:

Henry Ford II is counting on these models to go a long way in the industry under their own new restyled power and, secondly, the designers have reason to expect this because these cars easily represent the biggest outlay of money for Ford redesigning.

For the first time in its 53-year history, Ford Motor Co. will produce two sizes of Ford cars.

R. S. McNamara, Ford Division general manager, said the 1957 Fords "represent the biggest change in the modern history of the Ford car."

The new Ford line divides into two basic sizes, Fairlane and Custom, plus the station wagon series, each with its own body and chassis. In addition, the Fairlane series has been expanded to offer "Fairlane 500" models, which have extra luxury features.

The Fairlane and Fairlane 500 sedans are nine inches longer and four inches lower than last year's comparable models. Custom and Custom 300 sedans are more than three inches longer and nearly three and one-half inches lower than the 1956 models. Station wagons are three and one-half inches lower and nearly six inches longer. Fairlanes and Fairlane 500's are built on a 118" wheelbase. Station wagons, Customs and Custom 300's have a 116" wheelbase.

"There has been no sacrifice of headroom inside the car, in spite of their reduced height," McNamara said. "The new frame extends to the sides of the car, and this permits the floor to be lowered inside the frame rails.

"The design and styling are new from the ground up. Every dimension is changed. Wheels, frame, rear axle, driveshaft, engines and every inch of sheet metal in every body style are definite departures from past models," he explained.

For the first time, a high-performance V-8 engine is available as an optional powerplant on all Ford cars. The engine, called the Thunderbird Special, develops 245hp, and is equipped with a four-barrel low-silhouette carburetor.

Standard engine for the Fairlane and station wagon series is the 212hp Thunderbird V-8. A 190hp V-8 is standard for the Custom and Custom 300 series. Both have two-barrel carburetors. In addition, the 144hp Mileage Maker six is available on all models.

The dry-type air filter, carburetors, intake manifold, intake valves, camshaft and distributor are the new components which give Ford increased performance.

Roofs Are Stronger

Roofs have been strengthened with steel center bows. Hoods are hinged at the front so air will hold them down if they open accidentally, the hood release has been moved to the instrument panel, making the engine compartment tamper-proof when the car is locked. The fresh air intake has been moved to the cowling in front of the windshield so exhaust fumes are not drawn into the car.

A tapered driveshaft enters the underslung hypoid rear axle almost an inch lower than in 1956.

Swept-back ball joint suspension eliminates 33% of the parts on previous models. Upper and lower suspension arms are now single units, hinged with rubber bushings. Wheel motion on bumps is upward and rearward in a roll-with-the-blow action.

Wheels are 14" in diameter. Without sacrificing steering ease, the lower pressure tires have more tread surface on the road for better control. New wheels have rims with broader shoulders to give tubeless tires a firmer grip for severe turns in emergencies.

The Thunderbird Special V-8 features a 9.7-to-1 compression ratio. The 212hp, 292-cubic-inch Thunderbird V-8 has a 9.1-to-1 compression ratio. The standard V-8 for Custom and Custom 300 models has a 190hp, 272-cubic-inch engine with compression ratio of 8.6 to 1. The 144hp, 223-cubic-inch six is available on all Ford cars.

The New Lincoln





Above: The Lincoln is the first car in the industry to feature Quadra-Lites, shown here in the Premiere hardtop coupe. Left: The concealed-pillar sedan combines the conventional sedan with the beauty of a hardtop. By using a slim pillar in construction, it is hidden when windows are raised.

A HIGHER compression ratio of 10 to 1 and a horsepower rating of 300 at 4,800 rpm provide more responsive performance and greater engine efficiency in the 1957 Lincoln power train.

The compression ratio has been raised from 9 to 1 in 1956 and horsepower from 285, although engine displacement remains at 368 cubic inches.

Lincoln's torque rating has been upped to 415 foot-pounds at 3,000 rpm over last year's rating of 402 foot-pounds at 3,000 rpm, which was the highest in the industry. A smaller 12″ steel torque converter in the Turbo-Drive transmission is stronger and provides maximum output.

A new, four-barrel carburetor with larger float bowls supplies the right air-fuel mixture to satisfy the needs of the high-compression engine.

Ignition timing at all speeds has been improved through a new distributor that incorporates both vacuum and centrifugal spark advance systems for smoother and faster acceleration.

A Paper-Pak air cleaner on all Lincolns is reportedly 99.5% efficient and easier to service than the oil-bath type of air cleaner.

Reshaped pistons and a redesigned combustion chamber, along with the higher compression ratio, enable deeper engine breathing and improved performance.

Three-piece chrome-plated oil control rings are used on the pistons for longer engine life through reduction of friction and better oil control.

An external transmission oil cooler, located ahead of the standard radiator, allows efficient transmission heat dissipation without overcooling.

Eliminating the mess and bother of servicing conventional oil filters, the 1957 Lincoln throw-away unit is sealed in one neat shell.

Displacement is 368 cubic inches, bore is 4″ and stroke 3.66″. Wheelbase is 126 inches, compared with 122.9″ in '56 models.

Lincoln has added power brakes as standard equipment to all seven models of its new line.

This augments the other standard equipment of power steering and Turbo-Drive transmission in the Premiere and Capri series.

Offered as optional accessories in both series are a six-way power seat, electric door locks operated from a master switch on the instrument panel, push-button lubricator, power-directed differential, air conditioning, automatic headlight dimmer, a remote control foot switch for the signal-seeking radio, and Adjust-O-Matic shock absorbers.

A warning light on the panel signals the driver if one of the doors is unlocked.

The six-way power seat has three switches for moving the seat back and forth, up and down, or tilting the entire seat forward and backward.

The power-directed differential gives the driver better traction and control of the car in snow, mud, sand or slippery surfaces. The differential transmits the driving force to the wheel having better traction.

A remote control sideview mirror and an automatic low-fuel warning signal are standard equipment. The fuel gauge glows red when approximately three gallons of gas is left in the tank.

In addition to new power equipment, the 1957 Lincoln optional accessories include the eight-tube signal-seeking radio with remote-control foot switch, electrically-driven antenna, and the automatic headlight dimmer.

Engine improvements include a smaller diameter, 12″ steel torque converter providing maximum torque and strength, a throw-away oil filter for easy servicing and self-locking tappet adjustment screws.

Behind the wheel, the 1957 Lincoln offers the driver such standard safety features as the safety steering wheel with a non-reflecting horn ring, safety door locks, a suspended, extra-wide brake pedal and a hooded anti-glare instrument panel.

Safety seat belts, padded instrument panel and padded sun visors are optional equipment.

For hot-weather driving, the all-new four-cylinder air-conditioning compressor increases capacity 10% over 1956. The air-conditioning system is operated by a single knob on the instrument panel.

The Lincoln owner has a choice of 18 solid body colors and 77 two-tone combinations.



Son of an Ink Blot

Ink blots, driven by 200mph winds, helped to shape Chrysler Corp.'s newest and most revolutionary car—the Dart.

Ink blot tests conducted in one of Europe's largest wind tunnels enabled engineers to design the Dart to pierce the air with the least possible air disturbance and still provide comfort for four passengers. It reportedly has less than a third the drag of any passenger car—idea or production model.

At Italy's University of Turin a fifth-size plastic model was covered with horizontal and vertical lines, similar to graph paper, and then rolled into the tunnel. Drops of ink were placed at various body points. Blots resulting from the wind velocity traced the path and force of air over the surface. Analysis of these



measurements led to an aerodynamically-styled body around which air streamed smoothly.

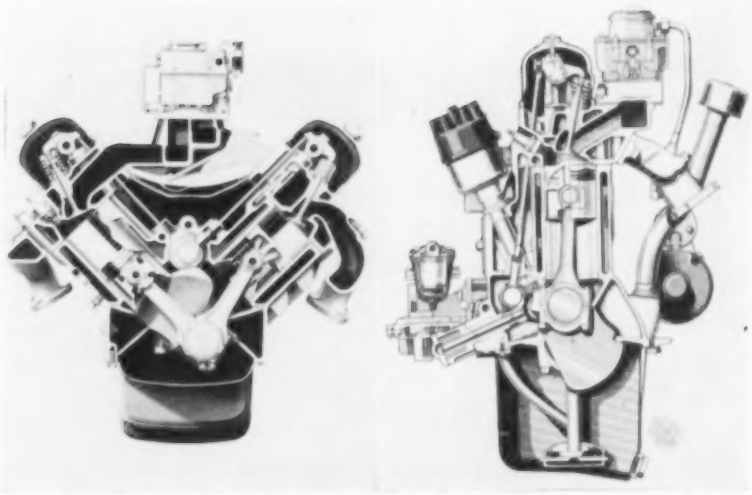
This is not a show car but literally a laboratory on wheels. (Some of the corporation's '57 models will reflect Chrysler's aerodynamic studies conducted in this country.)

The Dart has a 129" wheelbase and is 6" lower than 1956 production cars. It is 80" wide and 54" high and is powered by an advanced Chrysler Fire-Power V-8.

Some of its engineering innovations still remain secret, including a completely new design in chassis construction and suspension. The suspension is expected to be Chrysler's new "Torsion-Aire," which includes torsion bars.

It has full-wraparound bumpers and a sliding roof panel which telescopes into a concealed compartment behind the rear seat. The roof can also be partially retracted so as to leave the front seat open and rear seat covered.





This V-8 (at left) develops 190hp and uses regular-grade gasoline. It gives the Rambler one of the highest power-to-weight ratios in the industry. It has a compression ratio of 8 to 1, a displacement of 250 cubic inches and torque rating of 240 foot pounds at 2,500 rpm. The 125hp six-cylinder engine (at right) is also available on Ramblers.

Rambler Goes to 190hp

A V-8 ENGINE, rated at 190hp, will be available for the first time on the new Rambler. The "six," boosted to 125hp, also will be offered. With an optional dual-throat carburetor, horsepower of the "six" can be increased to 135.

Because of its success as the only American compact car, the Rambler will become a separate make of automobile when the 1957 model debuts. In the past the car was known as the Nash Rambler or Hudson Rambler, depending on which dealer sold it.

Thirteen models are in the 1957 line, six of which are V-8s. All are on a 108" wheelbase. The V-8 models are the Custom hardtop station wagon and hardtop sedan, Custom and Super station wagons and sedans. The "six" series includes the Custom and Super station wagon; Custom, Super and De Luxe sedan, and a Super hardtop. A De Luxe station wagon is available as a fleet model.

The front end has been redesigned to give the car a more massive appearance. A horizontal chrome bar has been added to the grille, and the parking-turning lights in the front fenders have been redesigned and increased in size.

The side color panel runs from the front of the car to the rear, providing a sleek appearance. The chrome molding at the top of the panel is straight, while the lower molding sweeps down to the front of the rear fender, comes to a modified "V" and then runs back to the taillight housing.

At the lower edge of the fashion-safety arch over the rear window, a Rambler nameplate is positioned.

To enhance the safety of American Motors' exclusive unitized construction, in which the body and frame members are fused into one integral unit with 9,000 welds, a safety package of padded instrument panel and padded sun visors is offered. Safety door locks, which help prevent the doors from popping open in the event of a collision, continue to be standard equipment.

Airliner reclining seats and twin travel beds continue to be offered on all Ramblers. With a simple lift of a handle on the sides of the seats they can be lowered into five different positions, the final one of which makes them into twin beds.

The V-8 can be obtained with either a standard transmission, automatic overdrive or the Flash-away Hydra-Matic. Dual mufflers and tailpipes are standard on the V-8. The tailpipes point downward and are hidden by the rear bumpers. A new cellulose-fibre air cleaner is standard equipment.

Three types of transmissions are available on the "six." They are standard synchromesh, optional overdrive and optional Hydra-Matic.

Wheel rims have been widened.







Rocking-Chair Salesman

A. W. MILLER began rocking away his ulcerated stomach 20 years ago and now he rocks away and sells cars.

The rocking chair, which cost $3 when new, is proving quite useful today in assisting the veteran Florence, S. C., dealer in moving new and used cars.

From his perch in that chair (estimated by this Nash-Rambler dealer to be worth approximately 10¢ on today's market) he has been doing a right lively sales volume.

When the sun heads for the horizon, he often moves the chair out on the sidewalk in the growing shade of his building, fronting on a busy street which carries traffic for U.S. 301 and 52.

As he rocks away comfortably in the old-time-style chair, Miller observes the passing traffic.

"Many times I see someone going by from the city or one of the four counties in which I have sold cars over the years," he said. "If they look like they might be good prospects for a new or used car, I make a mental note and one of us contacts them.

"We get about three leads every afternoon from this procedure," he said, "and I would say about a fifth of these wind up as sales."

This is merely the latest development in sales technique by the man who became known a generation ago as the "Model-A King of the Pee Dee."

His career has been so successful as used- or new-car dealer that today he carries over 85% of his own paper and writes his own insurance.

In contrast to this clear sign of "money in the bank," he confesses that the chair has been a "problem" a time or two. The proof here lies in the fact that baling wire had to be used to maintain its ability as a safe place of repose for the aggressive "rocking-chair salesman."

It all started about 20 years ago when his ailing stomach caused him to give up his tobacconist business in Florence. The long hours of supervising the fleet of trucks which moved his merchandise proved a bother. He took over a small service station and used-car business — and at that time bought the chair.

As he sat on the station apron rocking away, he widened his contacts and began selling used Model A's. His deal was that he would sell anyone residing in four Pee Dee counties of South Carolina a car for $25 down and $3 a week. Repossessions were not so numerous even in those days of short cash, but the picture became tougher as the more powerful V-8's moved onto the scene, because the purchasers found higher speed more attainable and wrecks became more common.

Meanwhile, two years of "rocking-chair" sales and his stomach was okay.

He became a Nash dealer in '46 "and I've had no worries since, because the factory has never put pressure on me to bring the ulcers back. My automotive business never did worry me a great deal, however."

Occasionally the dealer has eyed the chair with a thought about a trade-in. It's reported that while this sales throne may actually be worth about 10¢, one furniture dealer was understood to have offered him $6 allowance on a new one, but such a generous offer may have been inspired by a suspected "pack" of $6 in the new chair's price.

That whirling-by car may be a Miller-sold car.

A-Powered Cars? Well, Er, Maybe

DO ATOMIC scientists in this country agree with the statement of a British physicist that there is not "the slightest hope" of an automobile run by atomic power?

When they gather 'round the coffee pot in the back of the lab, what do they say about the chances? When they are shining up the family car, do they ever try to visualize a reactor under the hood?

After the British physicist's statement appeared in newspapers last month, SOUTHERN AUTOMOTIVE JOURNAL asked M. M. Wilcox, a former assistant editor who now lives in New Mexico and knows a number of scientists at Los Alamos and Albuquerque, if any comments were available from people who work with the atom every day.

The pessimistic viewpoint on nuclear cars was expressed by Sir George Thomson, a Nobel prize winner, at a meeting of the British Association for the Advancement of Science. Speaking on "the limitations of nuclear power," Thomson said:

"The chief one is that it necessarily produces at the same time a large amount of radiation, which is harmful to health, hence this has to be shielded and the shielding is necessarily cumbrous.

"There seems no way out of this. I do not see the slightest hope for the nuclear motor car."

Here's the viewpoint as reported from New Mexico:

It's obvious that American nuclear scientists — at least the ones in the Southwest—don't consider atomic cars a "hot" topic. When the subject is brought into a conversation, it seems to get sidetracked in a hurry. They would much rather talk about the '57 models and whether anybody has heard the low-down on the new features. But occasionally they will kick the subject around.

"Well, I suppose I agree with Thomson," said one physicist whose interest in automotive things is well known among his friends. "Certainly there is not the slightest hope for a nuclear-powered car this year, or the next, or the next. But I don't think I would want to say that there's not ever the slightest hope for one.

"Shielding is a major problem. At the moment there seems to be no solution to getting enough shielding into something the size of a car, even if you didn't leave any room for passengers. It would take a real 'break-through' to solve the problem, and shielding is not an area in which anybody expects a major break-through. Still, it could happen. I think it's highly unlikely that atomic cars will ever roll down the roads, but I personally wouldn't want to make a flat statement that they won't."

Said another:

"I'll agree with Thomson that shielding is the major obstacle. There are a lot of other problems, such as converting the heat from the reactor into power to drive the wheels and controlling the reactor, but with a sufficient amount of money and manpower they

(Continued on page 112)

Won't surprise you a speck when we tell you this 1957 Chevrolet Bel Air sport coupe won't lean on A-power to move it along. But some of our atomic experts aren't willing to go along, as you'll read here, with the Britisher who said last month there's not "the slightest hope" of a motor vehicle run by atomic power. What do you anticipate?





Per-mechanic output is higher here and overhead has taken a slicing.

We Adjusted Our Belt

By ROBERT S. GRUBBS, JR.
Dealer and General Manager
Parkway Chevrolet, Inc.
(Chevrolet and Cadillac)
Front Royal, Va.

WE HAVE recognized in recent months along with dealers over the country that we were entering upon a new era in the automobile industry.

Situated in a town of 8,500, our operation was beset with problems identical with those of dealers in larger towns and municipal centers. Rising costs of operation, a rising labor market and the retention of top skilled labor, large inventories and a shrinking market were facts that we had to face, just as everyone else did.

Trimming overhead, bringing up production, increasing volume are a means to a more efficient operation that each dealer has to meet in his own way. There is no ready-made formula that applies.

As we reexamined our way of doing business in the trading area in which we sold, we were convinced that our potential lay right in our own community. There was no need to expand into new territory to acquire the volume for continued progress.

Our program of meeting changing conditions in this business was a further cutback in expense, a bonus plan for shop mechanics, a more effective approach to identifying ourselves with the community and a new cooperative effort with local business to stimulate town consciousness and local buying.

One of the first things we did to cut back expenses was to dispose of the building we rented at $40 a month for storing cars. We found we could get along without it very easily, and even to our advantage when we placed our cars on an open parking lot where they could be seen and invited inspection. It improved sales.

Our rag bill in the shop was running $52 to $53 a month. The employees had been using rags for hand towels in the washroom. Replacing them with a towel service at $3.50 a month, we cut our rag bill by $15 a month.

Special tools in use by the shop were often left about carelessly, lost or sometimes damaged when they were not returned to their proper place on the board. We assigned one of our dependable mechanics to take care of special tools and see that they got back to their proper places in good order. We are saving $50 a year in maintenance by greater care.

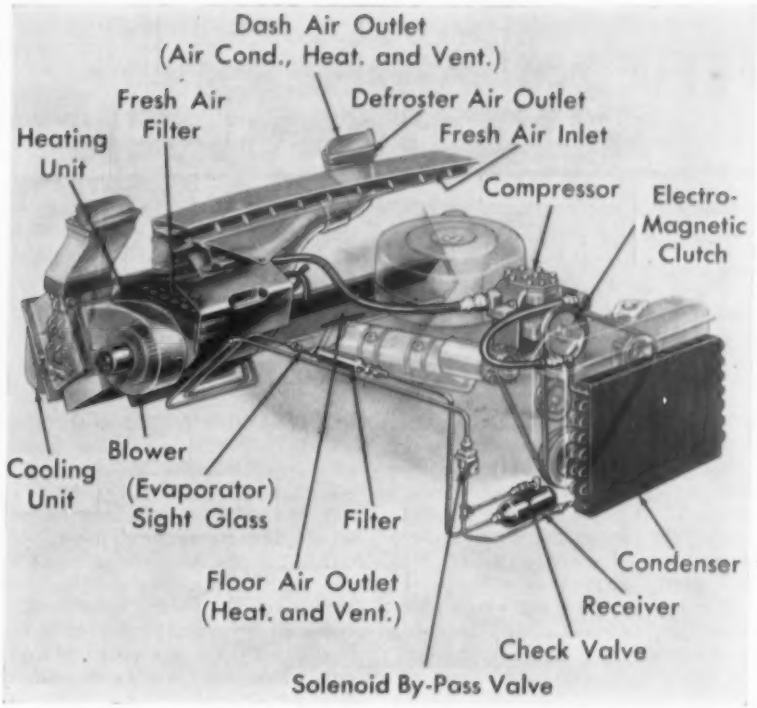
We are all watching lights more carefully and turning them off in areas where there is no need for them. Purchasing is under tighter control. Purchases of $100 or over have to be checked by me; purchases under $100 have to be signed by department heads. Parts and accessories inventories have been cut by about 10%.

Shop personnel have always been on a straight salary plan for all production over and above their monthly salary. If a mechanic's monthly salary is $200 (taking a random figure) and he turns in production double his wages, he breaks even. If production is $100 in excess of his salary, he has earned 40% in addition to his regular wages. The plan has meant an increase in earnings per mechanic of $75 to $100 a month.

The mechanics under the new plan are taking less time to do a job. Productivity has increased by 20% and individual mechanics' earnings from 10% to 20%. In other words, we are turning out more work with the same size staff.

A first step in closer identification with the community was to key our advertising to civic events. At a recent farmers' carnival we gave a Corvette to be raf-

(*Continued on page* 110)



Heating, ventilating and refrigerating are combined in one unit, being operated by single knob control. System is forward of dash panel.

One Knob Cools Hudson or Permits Heating

A TWIST of the knob and you get heat, or a twist of the same knob and you get refrigeration.

That's the story of a simplified one-unit system available on the 1957 Hudsons.

The 1957 Hornet V-8 series is highlighted by a new, more powerful 255hp V-8.

The models are available in super and custom four-door sedan and two-door "Hollywood" hardtop.

The V-8 engine is available with three transmissions: standard syncromesh, optional automatic overdrive and the improved optional Flashaway Hydra-Matic.

The "Flashaway" automatic transmission incorporates improvements for smooth and silent shifting in all ranges. The "Dual-Range" feature has been retained and a new "Park" position has been added for safety in parking.

A new silver textured aluminum panel on all custom models extends from the front fenders into the front door panel on both sides of the car, lending a sweeping effect to the car's lines. The aluminum panel will not tarnish or rust.

The massive V-shaped, die-cast grille highlighted by a modern inner mesh pattern rounds out Hudson's exterior styling. The grille is accented by a new V-type emblem in the center.

Built on a 121¼" wheelbase, the Hornet is two inches lower, giving it an over-all height of 60⅜". The new models are equipped with new 14" wheels and the roof panel has been lowered 1¼" at the centerline.

Dual exhaust tailpipes are standard equipment on both super and custom Hornet models. Both tailpipes point downward and are hidden by the bumper to prevent blackening of the bumper's chrome by exhaust fumes.

The Hornet is equipped with new 8.00 x 14 tubeless tires. The front tread has been changed to 59-1/16". The kingpin-type front suspension has been replaced by a steering knuckle assembly which pivots on anti-friction bearings, thus making the steering easier and smoother.

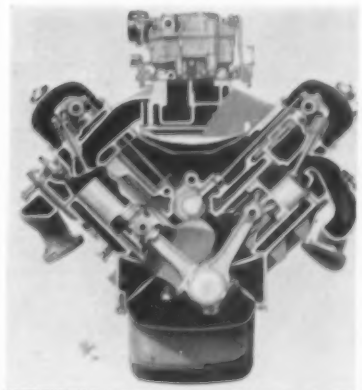
A new transistor-powered radio, with twin "Duo-Coustic" speakers, is offered as optional equipment. The system eliminates the power transformer and reduces the current taken from the car battery.

Padded instrument panels are standard on both super and custom Hornet models, and new padded sun visors are standard on custom and optional on super models.

The improved "airliner reclining" seats and twin-bed combination is offered as standard on custom models and optional equipment on super models.

Hudson's single-unit body construction, with body-and-frame formed in one rigid, integrated unit, reportedly provides the car with rattle-free operation.

The V-8 engine develops 255hp. It has compression ratio of 9 to 1 and displacement of 327 cubic inches. Bore and stroke are 4" by 3¼". Bottom: Two inches lower for '57, the models feature a massive V-shaped, die-cast grille highlighted by inner mesh pattern as noted here.







SOUTHERN JOBBERS *and* FACTORY MEN

It Halved Order-Processing Time

TIME spent by the office force in processing orders by outside salesmen has been cut in half at Alford Parts Co., Florence, S. C.

This healthy slicing of overhead was made possible when a "pop-out" order form was adopted more than two years ago. The salesmen now cost their own orders.

The plan has been so successful —enabling the company to pay its territory men around two percentage points more because of the smaller overhead—that other wholesalers in South Carolina have studied it and have begun to use it.

Commented Frank Alford, who along with his brothers, Rufus J. and Wilson D. Alford, owns the firm:

"Rufus and I were both jobber salesmen at one time. I guess because of that background we have always felt the need for adequately paying salesmen if you expect to have good ones.

"We know, too, that you can't expect the salesman who turned in around $15,000 a month ten years ago to do much better than $10,000. The salesman who used to bring about $10,000 now probably can't turn in more than $7,000 to $8,000. The pressure by the car factories on their dealers, the greater activity by the oil companies and other factors have come into the picture to cut the gross sales potential of a salesman.

"However, we still wanted to have just as good salesmen as we could get. Everyone knows, of course, the difficulty almost everyone has been experiencing in obtaining and keeping competent personnel.

"We analyzed our operation and found that the inside force was having to spend a lot of time processing orders. Yet we noticed that at a lunch room next door the salesman-deliveryman would leave off some items, mark up the orders in detail, including the price data,

— SPECIAL NOTE —

B.O. - Items Marked "B.O." Are Back Ordered.

F - Items Marked "F" Will Be Shipped From Factory.

C - Items Marked "C" Are Cancelled.

ALFORD PARTS COMPANY

DISTRIBUTORS OF NATIONALLY ADVERTISED AUTO PARTS, SUPPLIES AND EQUIPMENT

FLORENCE, S. C.

DUPONT

UNITED SERVICE MOTORS

No. 59811

PHONE 23276

Sold To

Address

△16438

Customer's No.	Terms	Date Billed	Credit O.K.	Salesman	Shipped By	Date Sold

Ordered	Shipped	Back Ordered	Part No.	DESCRIPTION	List Price	% Dis't	Net Price	Net Amount

INVOICE

SIGNED BY

and leave a carbon copy with the lunchroom operator.

"The hardware people and other industries have been doing this. We wondered why it could not be made to work in our business."

When the plan was first announced, a unanimous howl went up from the seven men. They weren't so concerned over the fact that the office gang had been having to process around 100 orders a day (an average of 15 per salesman) as they were over the prospects of having to spend some time at home in completing orders which they had not taken time to finish filling out at the customers' places of business earlier in the day.

Yet 30 days after the program was in use, the salesmen reported at a meeting their liking for the plan.

The order blanks, 9¼" wide and 5 5/8" deep, come in quadruplicate. The original is left with the customer, the second copy is signed by the customer when the order is left by the deliveryman, the third is the office copy and the fourth is placed in the salesman's drawer. This latter copy enables the salesman to keep easy track of his progress from day to day. He can also see on his copy any items which have been marked backorder, goods to be shipped from the factory or cancelled.

●

Ralph E. Russell (shown here) of Ralph E. Russell Co., Dallas, Texas, has been appointed chairman of the show committee for the Southwest Automotive Show to be held April 4-7 at Dallas, President H. B. Braden announced. Other committee members are Ben Abbott of Lawson-Abbott Co., Dallas, L. W. Barnett of Cogdell Auto Supply, Fort Worth, R. M. Pore of Terry Automotive Supply, Yancy M. Robertson of Robertson-King Motor Supply and Ed Shipp, Jr., of Shipp and Payne, all of Dallas.



Under some conditions, naturally, the salesman himself might indicate the status of the order under one of the latter categories which might apply.

Alford salesmen cover a radius of 75 miles, extending over a part of coastal South Carolina and North Carolina. The firm opened in 1950.

Louisiana Group to Hear Hal Miller of NSPA

HAL Miller of Lexington, Ky., president of the National Standard Parts Association, will address the third annual convention and booth conference of the Automotive Wholesalers' Association of Louisiana at the Jung Hotel in New Orleans Oct. 28-29, President Ira C. Dimmick of Lake Charles announced.

Other speakers will be Charlie Wilkins of the Mid-Continent Oil & Gas Association; Conrad Meyer III, New Orleans attorney; B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, and Samuel Ganz of Washington, D. C., assistant to the administrator of the Wage and Hour and Contracts Division of the Department of Labor.



NSPA President Miller

A panel discussion on mechanic training in the trade schools is also scheduled, with Dr. T. M. Hampton of the State Department of Education and Jack Hodges of United Service, Lake Charles, as panel members.

A special feature, besides a banquet on Sunday night and a luncheon on Monday, will be a cocktail party sponsored by Affiliated Automotive Representatives. Arrangements have also been made for entertaining the ladies who attend.

Jules L. Lamothe is executive secretary.



John A. Gibbs has been named manager of the Cincinnati branch office of the Automotive Division of Wagner Electric Corp. Prior to his appointment, Gibbs was a sales representative in the Southeast, with headquarters at the company's Atlanta branch office.

●

Oklahoma Association To Hear Yantis

A TALK on "Profits" by John M. Yantis, vice-president of The Automotive, Inc., Fort Smith, Ark., will highlight the semi-annual business meeting of the Automotive Wholesalers of Oklahoma at the Biltmore Hotel in Oklahoma City Oct. 27.

His company has 19 branches in Oklahoma and his firm, according to an association bulletin, has "pioneered operational procedures and practices which were considered, at the outset, impractical and unworkable but which now are accepted as standard practice throughout the industry."



John M. Yantis

The association is cooperating with Automotive Booster Club B-37 in combining or holding meetings of the two organizations on the same day.



Attending the three-day discussion of plans for the Southeast Automotive Show at Atlanta last month were some of the best known wholesalers and factory men in the Southeast. Beginning at the left and reading clockwise: M. D. "Buck" Taylor of Andalusia, Ala., president; Harry F. Gee, Jr., of Atlanta, secretary; Ned Holland of Greenville, treasurer; Marshal G. Luce of Miami, Fla., C. G. Jackson, L. W. "Lem" Bell and A. S. Goodgame, all of Atlanta; B. W. "Larry" Hirsig of Jacksonville, Fla., Frank McKenzie of Bluefield, W. Va., John Rogers, W. E. "Gene" Fike, John A. Doyle and Glenn N. Keim (the latter second vice-president), all of Atlanta; Max A. Hayes of Asheville, N. C., L. T. White, Jr., of Raleigh, N. C., Sam B. Meadows of Montgomery, Ala., Dave Wilson of Miami, Fla., Ed. H. Britton of Atlanta and Harold W. Hart, Sr., of Columbia, Miss. Illness prevented some committee members from attending. Foster B. Steward is the manager.

International Flavor Being Stirred Into the Southeast Show Next April

AN INTERNATIONAL flavor is being stirred heavily into plans for the biennial Southeast Automotive Show, to be staged April 25-27 at Dinner Key Auditorium, Miami, Fla.

President M. D. "Buck" Taylor of Andalusia, Ala., announced this month that possibly he and several other officials of the aftermarket event would go to Havana to invite participation as sponsors. Communications will also be established with other Caribbean areas Latin America and the northern fringe of South America to make it known that automotive folks there are welcome.

In addition, special hospitality rooms, staffed by persons who speak the languages of the visitors, will be maintained in a Miami hotel.

"We're going to do everything possible to make these people know they are wanted and that they'll have a good reception when they hit Miami," said Taylor.

The outlook for the show's success was termed quite bright by the president.

"We have a definite commitment from MEWA which gives us a national show and we already have advance interest being shown by manufacturers who normally would not exhibit at a regional show. These manufacturers, in some instances, will have their export officers on hand due to the foreign visitors who will be present.

"Marshal G. Luce of Electrical Equipment Co., Miami, myself and maybe one more will go to Cuba the latter part of November to meet with automotive aftermarket representatives of several countries.

"This will be the biggest aftermarket event in the Southeast. We are not going to be satisfied with less than a thousand wholesalers at the show."

Harry Gee of Atlanta, show secretary, announced after a meeting of prominent wholesalers (see photo) and factory men in Atlanta Sept. 23-25 that an executive show advisory committee was chosen, consisting of Frank McKenzie of Bluefield, W. Va., Bruce Cameron of Wilmington, N. C., Marshal G. Luce of Miami, Ned Holland of Greenville, S. C., President Taylor and himself.

Preliminary arrangements were made for special tours at Miami for the ladies.

Campbell Dies in San Antonio

Howard Campbell, who for a number of years successfully operated the Howard Campbell Co., engine rebuilders, in San Antonio, Texas, died recently following a heart attack.

New Orleans Body Hears Dimmick and Lamothe

THE Automotive Jobbers Association of Greater New Orleans heard Ira Dimmick of Lake Charles, La., and Jules Lamothe, president and executive secretary, respectively, of the Automotive Wholesalers Association of Louisiana, speak on "Jobber Problems" at its meeting Oct. 1.

Key personnel and credit executives of members were honored at the meeting presided over by Archie B. Kiefer, president of the New Orleans association. John M. Walton, Jr., was chairman of the program committee.

It is one of the most successful local associations in the U. S.

"We are in the process of building our new warehouse to be known as **Asco Warehouse** on 1410 Seaboard Blvd.," announced **Art Hilts**, general manager of **Alexander-Seewald Co.**, Atlanta, Ga.

* * *

"We have added all **United Motors Service** lines recently," announced **R. E. Browning**, president of **The Whitlock Co., Inc.**, Wichita, Kan.

* * *

Don Jackson and **Benny Spry** have been added as outside salesmen for **Chambers Automotive Supply**, Princeton, W. Va., according to **L. W. Chambers**, owner.

* * *

Berner-Pease, Miami, Fla., has been appointed a distributor for **AP** mufflers and pipes.





E. T. "Jim" Syvertsen (top) has been appointed special assistant to the manager, Replacement Division, Thompson Products, Inc., Cleveland, Ohio. R. L. "Dick" Nardi (bottom) was promoted from southeastern regional sales manager to manager of the Thompson Service Sales Division. Syvertsen has been serving the aftermarket industry 35 years. Nardi was formerly stationed at Charlotte and Memphis with the company and is a native of Cleveland.

●

Five Southerners Join Ranks of AERA

FIVE southern firms have been accepted for membership by the Automotive Engine Rebuilders Association.

They are Ashland Auto Parts Co., Inc., Ashland, Ky.; Dixie Auto Parts Co., Memphis, Tenn.; Neal Greenfield Sales Co., Fort Worth, Texas; Klugman & Sons Welding Co., Kansas City, Mo., and Unit Parts Co., Oklahoma City, Okla.

Caldwell to Address B-37

W. Y. "Jack" Caldwell of Dallas, Texas, a member of B-4 and representative of the Champion Spark Plug Co., will address the B-37 jobber-Booster party in Oklahoma City Oct. 27, B-37's president, Ken Stout, announced.

Texas Convention May Hit Record For Attendance at State Meeting

By Baron Creager
Southwestern Editor

HAVING lifted their voices with influence nationally in the recent senate subcommittee hearings on alleged coercion, members of the Automotive Wholesalers of Texas will turn their attention to more localized problems, in annual convention this month — Oct. 25 and 26 — with headquarters in the Statler-Hilton Hotel in Dallas.

In the hotel's big ballroom adjacent to the hall where the convention will deliberate, the association will present its third booth conference, a sellout for the first time, although there was a near-sellout last year in Houston.

This conference, from a puny beginning in 1954 in Fort Worth, has grown to proportions that are pleasing to officers and members and to the instigator of the idea, G. C. Morris, executive director. On the occasion of the first effort in Fort Worth, a handful of factory representatives occupied sample rooms on at least two floors of the headquarters hotel and scarcely anyone was too happy with results.

But, with the convention in hotels providing proper space and facilities, it is now certain the booth conference is helping pay some association "freight," and factory participants were known to be pleased with results last year. Booth space was closed out on Sept. 1.

Assuming the association follows precedent in election of officers, J. M. "Jim" Vesmirovsky of Houston will advance to the presidency, largely because he and his committee of Houston wholesalers did such an efficient job of organization and preparation for last year's meeting. Prior to that, he had held no office, but his performance at Houston was so impressive he was inserted into the post of first vice-president.

He would succeed Kindel Paulk of Wichita Falls, as eminently qualified for leadership as any president in association history because of his speaking ability, his ease in the presiding chair and experience as mayor of Wichita Falls.

Elsewhere among the officers, the association has an abundance of talent. T. C. Watkins, highly successful wholesaler of Midland, is second vice-president, J. O. Thompson of Gainesville is secretary and Wilton Jennings of Austin is treasurer.

Early last August, one speaker recognized nationally and others within the state had been engaged for the convention program, which will deal with the problems of wholesalers.

One is Robert E. Phelps, president and general manager of Phelps-Roberts Corp. of Washington, D. C., a name familiar to delegates to national aftermarket conventions. Others are Morris Brownlee, state casualty insurance commissioner, Austin; William J. Rogers, regional director of the wage-hour division, U. S. Department of Commerce; James R. D. Eddy, dean of the extension division, University of Texas, and Chester Lauck, formerly the "Lum" of "Lum and Abner" and now executive assistant, Continental Oil Co., Houston. And, late in September, the program was subject to change by addition.

Convention arrangements were in charge of a group of Dallas wholesalers, headed by Albert Taylor as general chairman. Others are Joe Egan, finance; Jack McMeans, booth conference; Sam Bealer, program and advertising; Maury Giller, entertainment; Albert May, meals and meeting halls, and Joe Ashby, registration.

The partially-completed entertainment program included luncheon and style show for the ladies, in an internationally famous Dallas department store. A fixture in the entertainment program is a cocktail party for members of the association only, sponsored by the Southwest Group of AAR, followed by the annual banquet and dance on the concluding night.

Even last summer, Executive Director Morris said there were indications the third annual booth conference would be the "biggest and best yet." As far as the convention as a whole is concerned, that may be an understatement. This may be the biggest of all conventions ever held by a state association of automotive wholesalers

(Continued on page 142)



SERVICE and MAINTENANCE

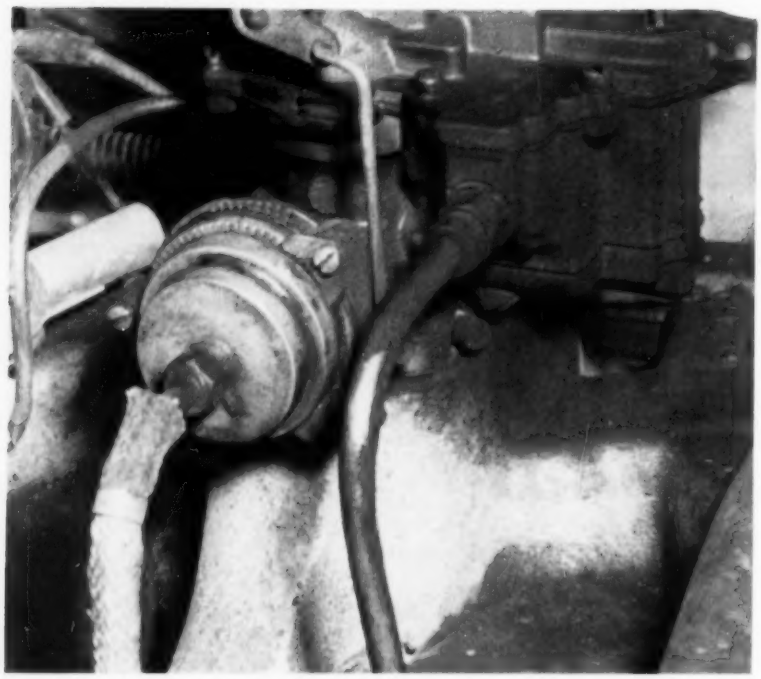


Fig. 1—Integral type, showing heat tube and calibration marks.

Automatic Choke



By E. M. Lowery
Technical Editor

THE hand-operated choke is practically a thing of the past; in its place is the thermostatically-operated automatic type.

Some are an integral part of the carburetor (Fig. 1) and others are separate units. In either case, it plays a very important part in the operation of the engine with regards to hard starting, hot or cold, and fuel consumption.

Many times when some real trouble is hard to locate it gets blamed for anything from a vibration to a gear noise.

The automatic choke, like other precision units, is designed to do a specific job and when properly serviced it will do that job well.

Suppose we see how one of the integral-type automatic choke systems works.

When a cold engine is being started, much of the fuel discharged by the carburetor is unable to vaporize during its travel to the combustion chamber until sufficient heat is developed in the intake manifold to maintain a homogeneous mixture for efficient combustion. Therefore, a much larger quantity of fuel must be supplied to compensate for this lack of vaporization when starting and running a cold engine.

The choke plates, situated in the air horn above the primary stage venturis, when closed provide a high vacuum above as well as below the throttle plates. With a vacuum above the throttle plates, fuel will flow from the main system as well as from the idle system, thus bringing about the extremely rich mixture necessary for cold-engine operation.

The carburetor choke shaft is linked to a thermostatic choke control mechanism, mounted directly on the throttle body.

The bi-metal thermostatic spring in the choke control mechanism

November: Wipers and Washers

Wiper service and a properly functioning windshield washer can spell the difference between life and death. In this department next month Ed Lowery covers the service angles.

will unwind when cold and wind up when warm. When the engine is cold, the thermostatic spring, through attaching linkage, holds the choke plates in a closed position. Manifold vacuum, channeled through the throttle body and a passage in the choke control mechanism, draws the choke vacuum piston downward, exerting an opening force on the choke plates.

When the engine is started, manifold vacuum, acting directly on the piston situated in the choke housing, and the flow of air acting on the offset choke plates immediately moves them against the tension of the thermostatic spring to a partially open position to prevent stalling.

As the engine continues to run, manifold vacuum, acting on the choke vacuum piston, draws filtered air from the carburetor through an air heater tube in the intake manifold heat chamber where the air is warmed by the engine heat. The warmed air then enters the choke housing and heats the bi-metal spring, causing it to contract.

The tension of the bi-metal spring gradually decreases as manifold temperatures rises, allowing the applied vacuum on the choke piston to further open the choke plates. The air then flows through a passage and is exhausted into the intake manifold.



Fig. 2—Crossover type. Thermostat unit is mounted in exhaust manifold crossover passage.

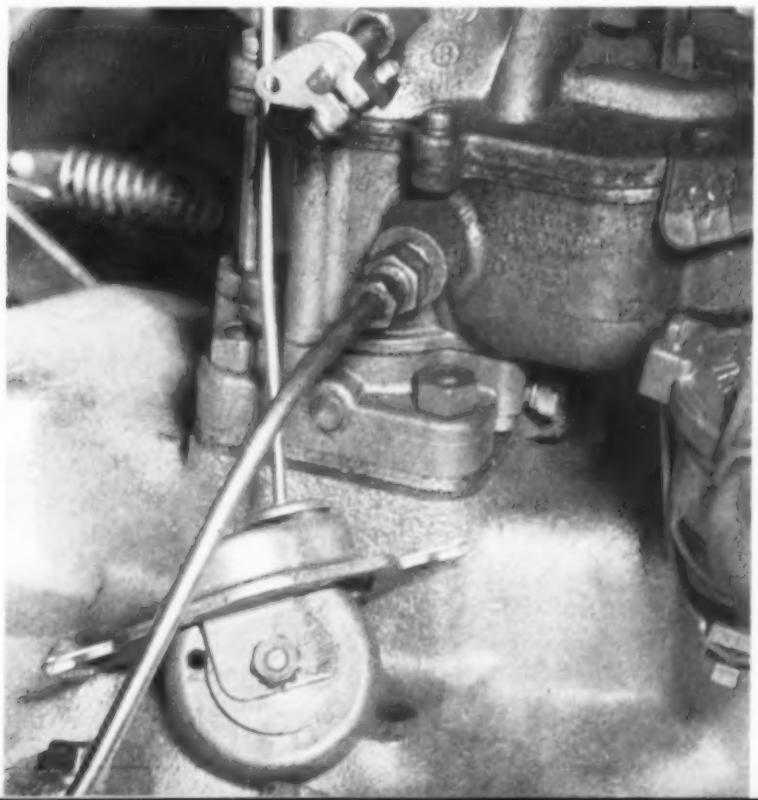
When the engine reaches its normal operating temperature, the bi-metal spring no longer exerts an opposing tension on the choke piston, allowing the piston to pull the choke plates to the full-open position. In this position, the choke piston is at its lowest travel in the cylinder.

Slots in the piston bore allow sufficient air to bleed past the piston and into the intake manifold, causing a continual flow of warm air to pass through the thermostat housing. The bi-metal spring thus remains heated and the choke plates remain fully open until the engine is stopped and allowed to cool.

If the engine should reach the stall point during the warm-up period, manifold vacuum will drop considerably. The tension of the bi-metal spring then overcomes the lowered vacuum acting on the choke piston, and the choke plates will be moved toward the closed position, providing a richer mixture to help prevent engine stalling.

The automatic choke is provided with an adjustment to control its reaction to engine temperature. By loosening three screws that retain the cover, it can be turned in a clockwise direction, which will require a higher engine temperature

Fig. 3—Thermostatic unit removed from manifold. Note calibration marks.



to fully open the choke plates. Turning the cover in the opposite direction (counter-clockwise) will cause the choke plates to fully open at a lower engine temperature. This is the lean direction as indicated by the arrows on the cover. Proper adjustment will be very close to the mid-position mark as indicated by the divisions on the housing.

The linkage between the choke lever and the throttle shaft is designed so the choke plates will partially open when the accelerator pedal is depressed to the wide-open position of the throttle. This permits unloading of a flooded engine. The linkage also holds the fast-idle cam to a fast-idle position until the engine has warmed up.

The crossover-type automatic choke is thermostatically operated and mounted on the intake manifold. The choke housing containing the thermostatic coil spring is located in a well at the exhaust crossover passage (Figs. 2 and 3).

Operation of the choke valve is controlled by the thermostatic coil spring, the choke piston and by the offset position of the choke valve on the shaft.

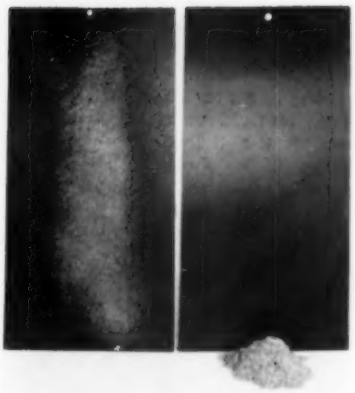
As the thermostatic coil gains heat, it gradually winds and allows the choke to open. At the same time the vacuum-operated choke piston, connected by a rod to the valve, keeps a constant pull on the valve against the tension of the spring. This is true as long as the engine is running. Thus, the valve opens gradually. In addition, the offset position of the valve also tends to open the valve, depending upon engine speed and load conditions.

Other than an occasional cleaning, if necessary, the automatic choke requires no servicing. It is important that the choke operating rod work freely at the choke shaft and also at the coil housing. Move the choke rod up and down to check for free movement of the coil housing on the shaft.

Make certain that the coil housing does not contact the sides of the well. Any contact will cause the choke to open late and may cause the choke to stay open after the engine has cooled, thus causing hard starting.

Do not lubricate any parts of the choke, since this would cause dirt accumulation and result in binding of the choke mechanism. Check operation of choke piston by working choke valve back and forth.

The choke control unit can be disassembled for service by removing the hairpin clip and nut. Care should be used when assembling parts so that the coil spring is properly positioned on the shaft. Generally the choke will function properly if the index mark is set at a point half way between the L and R mark. If need be, set the mark toward rich or lean as required.



Rapid-drying characteristics are graphically illustrated in this "flock test." Panel at left was sprayed with conventional enamel, that at right with Exlon. Forty minutes later flock was sprayed on both panels. It clung tenaciously to the still-wet enamel; was readily dusted from the completely dry Exlon.

Exlon, New "Speed Enamel," Designed To Reduce Problems for Paint Shop

"THE most revolutionary step forward in automotive refinishing since the introduction of nitrocellulose lacquer."

That's how E. W. Windsor, general manager of the automotive sales division of the Sherwin-Williams Co., summed up the firm's introduction of a new "speed enamel" trade-named "Exlon," and he marshalled some facts to prove his point.

"For many years," Windsor said, "we have sought a finishing material that would combine all the advantages of both enamel and lacquer with none of the disadvantages of either. Tests in large and small refinishing shops all over the country have convinced us we have now succeeded."

The tests were conducted in some 25 refinishing shops from Minneapolis to Miami and from Boston to Los Angeles, under widely varying (and often abnormal) temperature and humidity conditions. According to Windsor, the new paint gave uniformly superior results in every instance.

"The only variation we found," he said, "was that in shops where air temperature was below 70°, Exlon required up to an hour to dry completely; where temperature was higher, cars could be moved out of the paint room in as little as 20 minutes after the second coat was applied."

But drying speed is not the only virtue Windsor ascribes to Exlon.

"It is extremely fast in application, too," he added. "Two coats can be applied in only 20 minutes using standard equipment and methods. Furthermore, Exlon air dries and baking is unnecessary."

Enumerating other application advantages, the paint executive said that Exlon is practically odorless and shows an exceptional absence of sticky overspray and spray dust. The latter characteristic stems in part from the formulation of the finish, and in part from the low air pressure (40 pounds) at which it is sprayed in the shop.

As important as speed of application and drying, Windsor pointed out, is Exlon's "wrinkle-proof" quality.

"It is virtually impossible to produce a wrinkle in Exlon," he observed. "Even when it is literally poured on a car, this enamel levels off to a smooth, mar-free finish. This is accomplished without use of anti-wrinkling additives.

"Such wrinkle resistance is directly reflected in appearance. Besides being considerably smoother than the finish obtained with lacquers or conventional enamels, Exlon dries to a noticeably higher gloss.

"This exceptional gloss is not easily lost through weathering. Our extensive tests have repeatedly demonstrated that the initial high sheen is retained practically throughout the long life of the finish."

To keep pace with current color trends, Exlon is being introduced in a line of colors matching popular 1957 car colors selected by automobile manufacturers.

Carter Official Comments on Fuel Pump Service

(Editor's note: The following was received in a letter from R. J. Mullin, service supervisor, Carter Carburetor Division of ACF Industries, Inc., St. Louis, Mo.)

We wish to compliment you on your well-written article covering fuel pump service which appeared in the August, 1956, issue of SOUTHERN AUTOMOTIVE JOURNAL.

There are a few points, from a technical service standpoint, which we would like to bring to your attention.

Setting a carburetor float level lower than the 1/64" tolerance, applying to most of our units, does not bear our approval. Carburetor float levels are arrived at through extensive engineering experimental development work by the car manufacturers and our own engineering division. Leaving the choice of float levels to the judgement of a mechanic, who is without the facilities of engineering test equipment, may result in a performance or economy complaint.

Your article did not specify whether you are covering the Auto-Lite fuel pump, shown in your illustration, or whether your dissertation was meant to cover all fuel pumps in general; we suspect the latter.

We do not recommend the drilling of the .018" to .020" hole in the fuel pump or running a bypass line from the outlet of the fuel pump to its inlet. Although this will do the job of preventing any increase of pressure when the vehicle is inoperative, caused by after expansion of the fuel, it will also materially affect the priming ability of the fuel pump. If the car should run out of gas, the pump may not prime sufficiently to fill the carburetor when gas is put in the tank. It will also affect the capacity of the pump for handling fuel and vapor.

Some mechanics may misunderstand the wording of item No. 3 to mean that the inlet and outlet fittings should be changed to a small diameter. This would, of course, be very detrimental to the capacity of the pump.

In paragraph two under C. in the same column, we do not agree with this insofar as Carter fuel pumps are concerned. Fuel pump pressure, we find, should be as near the recommended maximum specification as possible in order to be able to handle vapor mixed with the fuel and still be able to get enough fuel into the carburetor to keep the engine running under vapor lock conditions. Nothing should be done to a Carter fuel pump to lower its pressure below its recommended minimum pressure specification. It is a common misconception that low fuel pump pressure is better than high fuel pump pressure; however, this is incorrect. Because of the crowded engine compartment and the amount of heat thrown out by the engines in present-day automobiles, it is practically impossible to keep vapor from forming in the fuel supply system using volatile fuel.

The solution is to move as much of this vapor through the carburetor needle and seat as possible so that there is a chance that enough fuel will go along with it to keep the jets in the carburetor covered and keep the vehicle operating. Increasing fuel pump pressure moves more vapor through this restriction. Some mechanics wonder why the needle and seat restriction in the carburetor cannot be opened to admit more vapor and fuel.

The reason this can't be done is because the floats in the carburetor have only so much buoyancy and would not be able to handle the amount of force that would be exerted by the larger orifice in the needle and seat against the carburetor's intake needle. Larger floats would require a larger carburetor, for which there is not room in many engine compartments. To correct this problem, many of today's vehicles have fuel pumps which range in pressure from five to seven pounds. It is very important that nothing be done to these vehicles to add any device or change anything about the mounting of the fuel pump to reduce this pressure.

Your fuel pump test is indeed a good one, at least as far as our product is concerned, except that when the pressure test is being taken, it is important that engine be idled at 500 rpm.

We want to be sure to make it clear to you that the above comments refer only to Carter fuel pumps and carburetors. It is not our wish to set ourselves up as an authority on how pumps or carburetors of other manufacture should be checked. Our interest is only that our products be serviced and tested properly.

Martin-Senour Reveals New Quick Paint

DYTHOL, a finish reportedly combining the fast-drying characteristics of lacquer — 20 to 30 minutes — and the flow, build and gloss of enamel, was announced last month by Martin-Senour Paint Co., Chicago.

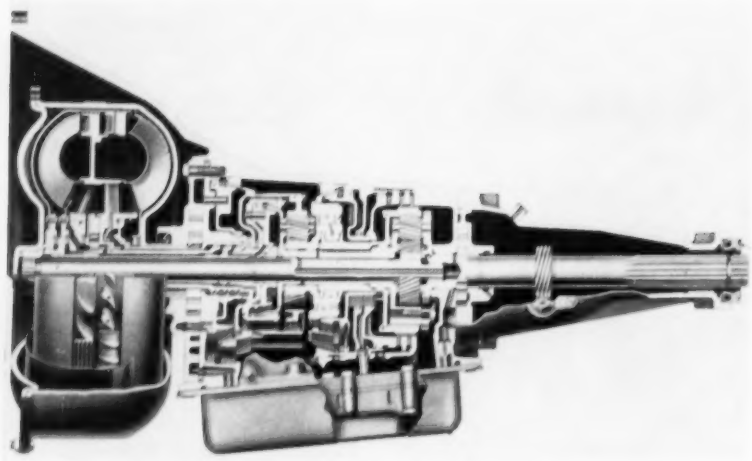
Dythol is a product of 30 years of research and development. Thousands of products, raw materials and chemical combinations were tested until Dythol was produced. Rigorous laboratory and field tests confirmed its qualities, according to President William M. Stuart.

"These tests were the roughest and most extensive field tests ever devised for a paint product," said Stuart. "Nationwide field tests were conducted in every season of the year, in all climates and weather conditions. We worked in paint shops of every description

(Continued on page 89)

This painter has just completed an over-all job in 22 minutes, using two coats of Dythol — a new, quick-drying, high-gloss finish.





Cross-section view of the Turboglide transmission.

The '57 Turboglide

CHEVROLET'S Turboglide transmission heads a list of 1957 power-train features that extend from the three-speed manual shift through an improved Powerglide automatic transmission and the gas-saving overdrive. Introducing a new design of the torque converter type, the Turboglide is supplied only with the 283-cubic-inch engine.

"Superlative responsiveness," elimination of all automatic shifting and a newly developed "hill retarder" are a few of the innovations. According to Chevrolet, Turboglide gives nearly twice the torque multiplication delivered by standard torque converters, assuring a high brand of performance.

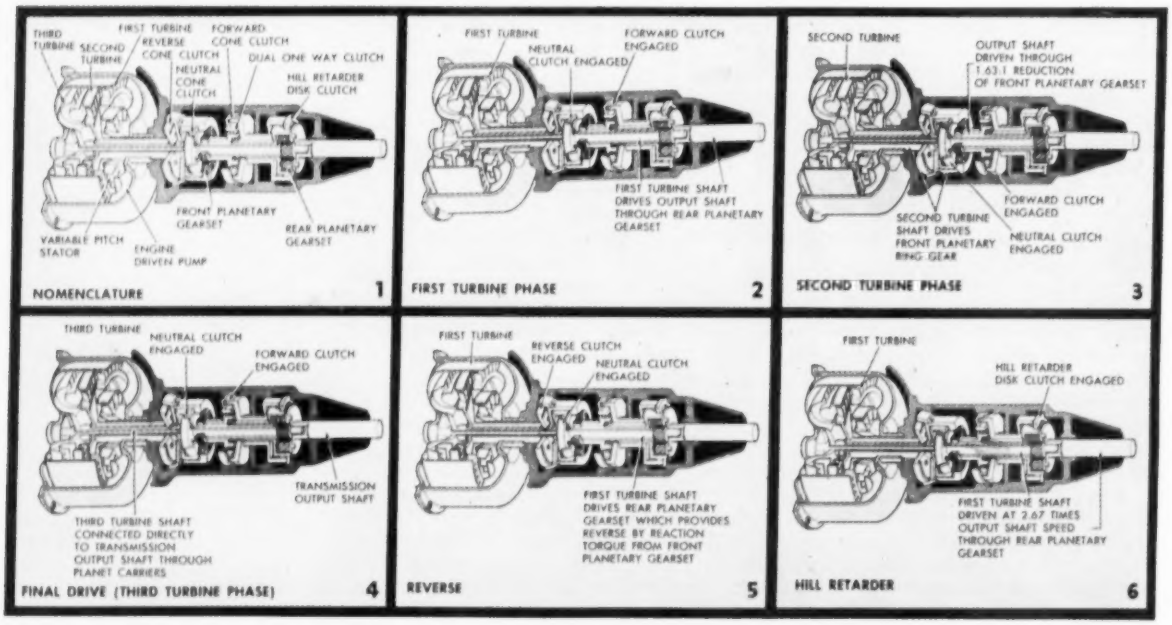
Different from the usual automatic transmission, too, is the single forward driving position on the quadrant. This is possible, says the company, because the infinitely graduated torque multiplications from a standing start to highway cruising speed makes a step in the transmission unnecessary.

Mechanically, Turboglide consists of three turbines and two planetary gearsets combined with a variable pitch stator and the conventional torque converter pump enclosed in a die-cast aluminum housing. Drive of the transmission output shaft results from an ingenious coupling of the turbines and the gears. As the turning force of one of the turbines lessens, another takes over to maintain a constant positive drive.

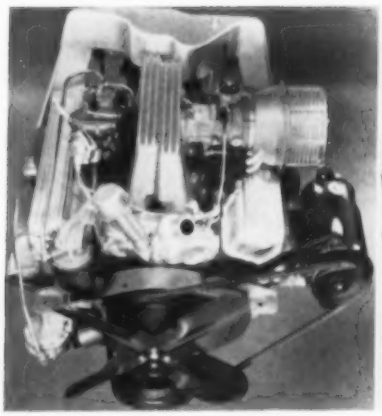
In the hill retarder position, a turbulence is created in the oil in the converter to impart a drag on the rear wheels. This safety factor, patterned after a similar device developed for the automatic truck transmission by Chevrolet, is reputedly an exclusive feature.

(Continued on page 82)

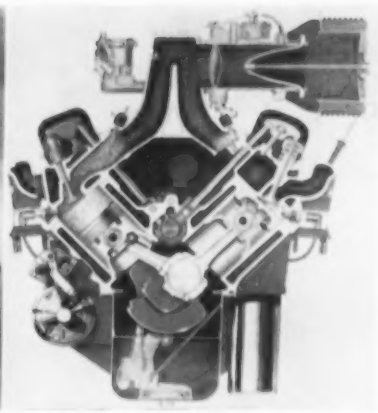
Operation phases of the Turboglide.



Chevy's Ramjet



Ramjet fuel injection installation.



Cutaway of the injection system.

WHILE Chevrolet made no extravagant claims for its new Ramjet fuel injection system, research with fuel injectors indicates an increase in economy, readier firing at low speeds, faster, warm-up and elimination of carburetor icing.

Another advantage is that a fuel injector requires less height than the carburetor. This could lead to an important reduction in hood lines.

Fuel nozzles at each cylinder are designed to provide smooth operation and greater power.

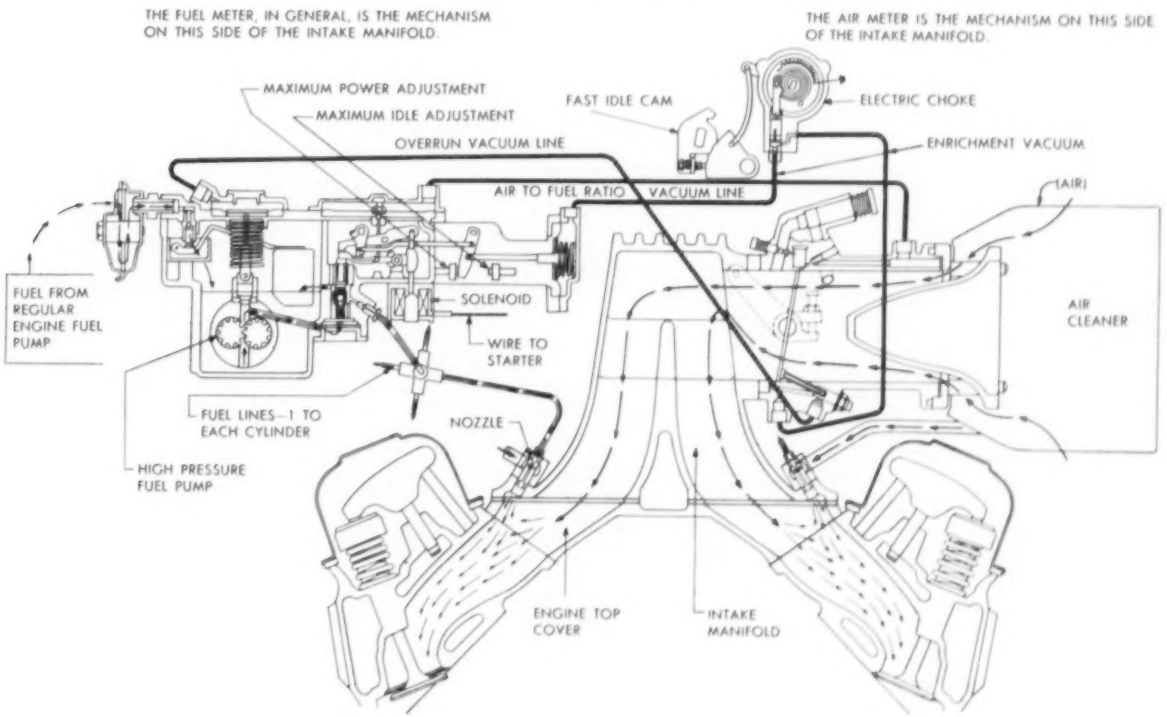
While the goal is well-known, the mechanics of fuel injection are complex and exacting. The system must not only deliver the correct proportions of air and gasoline to each of the eight cylinders in the Chevrolet engine, but requires a series of diaphragms and controls to cover the varied demands on a passenger-car engine. Extremely precise parts and bearings of jewel-like consistency are reminiscent of the works of a finely-built watch.

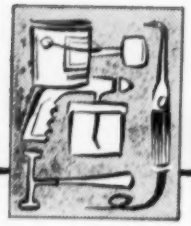
In the Chevrolet application, two separate castings replace the regular production intake manifold. The lower casting, made of iron, serves as the top cover of the engine while the upper aluminum casting mounts the air induction and fuel metering systems.

In operation, the accelerator pedal controls the volume of air and the air volume in turn determines the amount of gas delivered through the nozzles. A high-pressure pump, submerged in a fuel reservoir and driven by the distributor, supplies the force behind the gasoline.

(Continued on page 106)

The Ramjet fuel injection system.





BODY SHOP OPERATIONS

Thunderbird and Country Squire Service

By E. M. Lowery
Technical Editor

LET'S get into some tips on Ford body service, including the Thunderbird door glass and top and special care required for the Country Squire's paneling and application of wood-grained transfers to the Squire's panels.

Before attempting to adjust the top assembly, be sure to complete all door window adjustments as follows (Fig. 1):

The pillar assembly forms the forward glass run. The lock side glass run and the roller guide channel are incorporated in the glass run assembly. Glass binding is due to misalignment between the pillar assembly and the glass run assembly.

Before adjusting for binds, the upper section of the door pillar assembly should be aligned with the windshield pillar. To align the upper door pillar to the windshield pillar in a forward and backward direction, loosen the screw "A" at the upper pillar bracket and the screw "C" at the lower pillar bracket. Move the pillar forward or backward as necessary, then tighten the screws. To align the pillar assembly to the windshield in a lateral direction, loosen the screw "B" at the upper pillar bracket and the two screws at the elongated holes "D" in the lower pillar bracket. Move the pillar in or out as necessary, then tighten the screws.

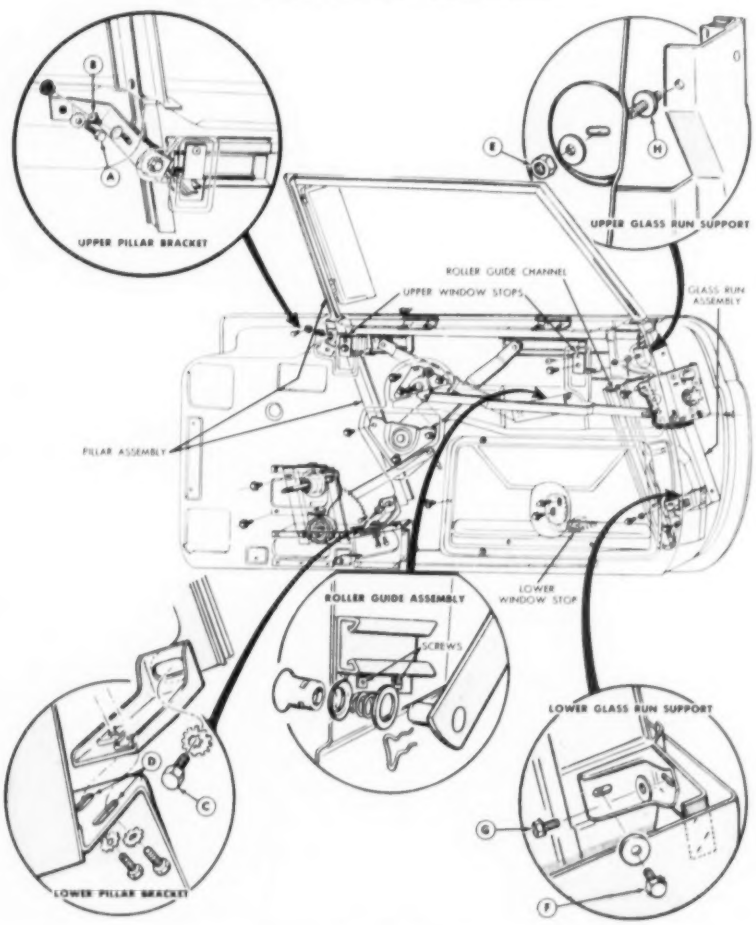
If, after aligning the door pillar assembly to the windshield pillar, the glass binds in the runs, the glass run assembly should be adjusted to line up with the door pillar assembly.

For forward and backward adjustment, loosen the nut "E" at the upper glass run support and the screw "F" at the lower support. Move the glass run assembly forward or backward as necessary, then tighten the nut and screw.

For lateral adjustment, loosen the screw "G" at the lower support and the nut "E" at the upper support. Turn the slotted shoulder bolt "H" in or out as required, then tighten the nut "E" on the shoulder bolt, and the screw "G" at the lower bracket.

If the door glass is not parallel to the roof rail, loosen the two screws that attach the roller guide assembly to the inner door panel. Move the guide in the enlarged holes in the panel until the proper adjustment is obtained, then tighten the screws.

Fig. 1—Thunderbird door glass adjustments.



Figs. 1 and 2 and technical data courtesy of Ford Motor Co., Dearborn, Mich.

Glass travel is controlled by the two upper stops and one lower stop. If the window does not completely open at the end of regulator travel, adjust the lower window stop in the elongated holes so that the top edge of the door glass is even with the lower edge of the window opening.

If the window does not completely close, raise the two upper window stops until the window closes at the end of regulator travel.

Make all top adjustments with the upper portion of the top mechanism assembly disconnected from the storage link tie bar (Fig. 2, view A). Disconnect the tie bar by removing the cotter key and pivot pin. Free the header bow of all trim material and raise the window to the full-closed position. Loosen the blind nuts that secure the header bow to the front side rails (Fig. 2). Now proceed with the adjustments in the order given.

a. Adjustment of toggle clamps to header bow:

Loosen the adjusting screw shown in view C of Fig. 2 and revolve the toggle hook in or out to obtain a 0.38" parallel spacing between the top of the windshield header and the bottom of the header bow as shown. Be sure to set the adjusting screw in the slot of the toggle hook, then tighten the adjusting screw.

b. Adjustment of toggle clamps to upper back panel:

Loosen the adjusting screw in view D of Fig. 2. Revolve the two rear toggle clamp fasteners in or out to obtain a 0.25" parallel spacing between the top of the upper back panel and the bottom of No. 4 bow as shown in view E of Fig. 2. With the handle in the locked position set the adjusting screw (view D) in the slot of the clamp fastener, then tighten the screw.

Loosen the adjusting screw in view A of Fig. 2 and revolve the toggle hooks of the two forward toggle clamps in or out to obtain a 0.25" spacing between the top of the upper back panel and the bottom of No. 4 bow at each side (typical of view E). With the toggle clamp in locked position, set the adjusting screw in the slot of the clamp stud, then tighten the adjusting screw.

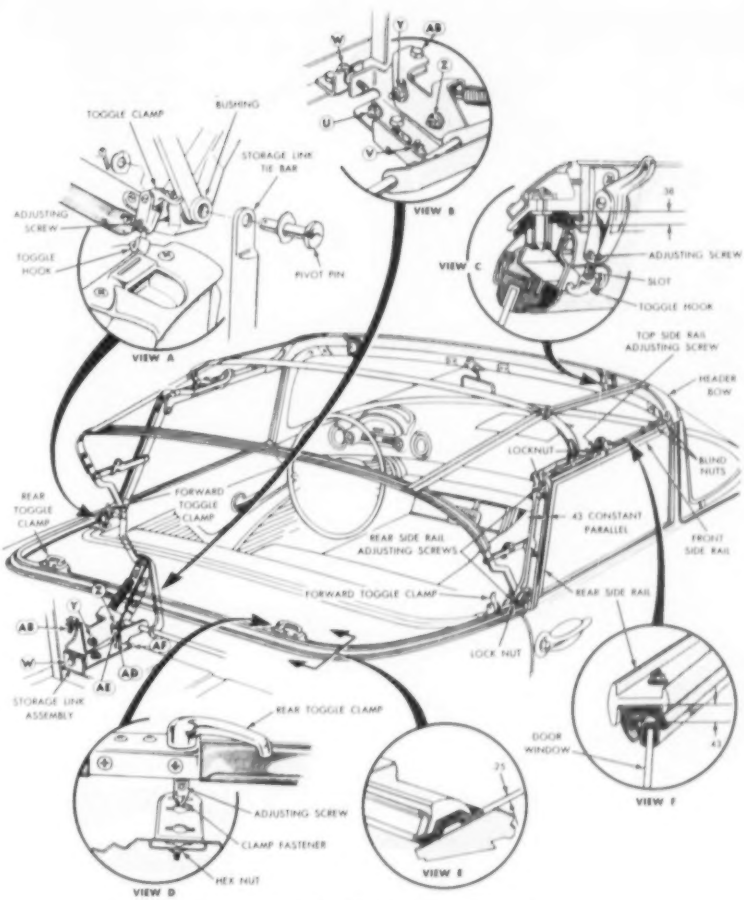


Fig. 2—Thunderbird top adjustments.

c. Adjustment of rear side rails to door windows:

First, the entire top assembly is adjusted forward or backward to an established dimension between the lower end of the rear side rails and the door windows, then each rear side rail is adjusted in or out to obtain the correct parallel spacing between side rail and window along the entire length.

1.—Top assembly:

Unlock the forward toggle clamps and loosen the hex nut at the underside of each rear toggle assembly (view D, Fig 2). Move the top assembly forward or backward until a 0.43" dimension is obtained between the door windows and the rear side rails at the lower end. Lock the forward toggle clamps, and tighten the hex nuts.

2.—Side rail:

The rear side rail is provided with an adjusting screw and lock nut at each end (Fig. 2). Loosen the lock nuts and turn the adjusting screws in or out until a 0.43" constant parallel spacing is obtained between the window and the rear side rail along the entire length.

Note: After adjusting the rear side rails to the door windows, tighten the two blind nuts that secure the header bow to the front side rails.

d. Top side rail sag and crown adjustment:

To eliminate sag or crown of the top side rail assembly at the top edge of the door window, loosen the lock nut and turn the top side rail adjusting screw (Fig. 2). Turn the adjusting screw down to eliminate sag in the side rail. Turn the adjusting screw up to eliminate

November: Winter Body Maintenance

Why not "tune-up" the bodies for the winter? There are things waiting to be done which will please the owners and ring the cash register, as Ed Lowery will explain.



Fig. 3—Showing transfers and trim panels. Remove oval head screws to remove trim panels.

crown in the side rail. After adjustment tighten the lock nut.

e. Adjustment of top mechanism to storage link assembly:

The purpose of this adjustment is to align the storage link tie bar with the bushing in the top mechanism so that the pivot pin can be installed. The various lock nuts and adjusting screws are designated by letters and are illustrated in view B and at the storage link assembly in Fig. 2.

Loosen lock nuts "U" and "V" and turn adjusting bolt "W" in or out to align the storage link tie bar with the vertical center line of the bushing. Tighten lock nuts "U" and "V".

Loosen lock nuts "Y" and "Z" and turn adjusting bolt "AB" in or out to align the storage link tie bar with the horizontal center line of the bushing. Insert the pivot pin into position and secure it with washers and cotterpin. Tighten lock nuts "Y" and "Z" securely

To secure the new adjustment, loosen lock nut "AD", turn adjusting bolt "AE" in or out to bring it in contact with bracket "AF", then tighten lock nut "AD."

Care of Country Squire paneling (Fig. 3):

The side panels and trim rails used on the Country Squire are of special construction and require special care. The side panels are metal, covered with wood-grained transfers. The fiber glass trim rails are also covered with wood-grained transfers.

The vehicle should be washed frequently to remove harmful road dirt. Procedures for washing, trim rail replacement and the application of wood-grained transfers are:

a. Washing:

Note: Never wipe the body with a dry cloth. This method of cleaning tends to rub dust particles into the finished surface and leave fine scratches.

Flush off all loose dirt and other elements, then wipe the body panels and frames with a sponge and plenty of cold water. If desired, a mild detergent soap may be used. Rinse thoroughly with clear water, then wipe dry with a damp chamois. A damp chamois may also be used to clean the inside trim.

b. Fiber glass trim rail replacement:

The trim rails are serviced with the wood-grained transfers and varnish already applied. To remove the body side fibre glass trim rails, first remove the interior side trim. The cap over each oval head screw must be removed to gain access to the screws. Remove the oval head screws, then remove the trim rail assembly (Fig. 3).

Some of the rails consist of more than one piece; therefore, when removing the oval head screws, make certain that all screws that secure the particular assembly to the body are removed.

The fiber glass rails on the tailgate are serviced as an assembly. The method of attachment is slightly different than that used on the body side trim.

To remove the fiber glass trim from the tailgate, remove the cap screws from the inner and outer sides. It is not necessary to remove the blind sleeve nut unless the trim is to be replaced. To remove the blind sleeve nut, install the cap screw to force the sleeve nut out of the fiber glass.

When installing the body side trim rail, apply sealer (M-5398-B) around each mounting hole. Install the seal retainer, oval head screw and cap.

c. Application of wood-grained transfers to the panels:

Mahogany-grain transfers are available for application to the panels. Other materials necessary to apply the transfers are a bonding coat (M-4584), water soluble

"Don't worry about your bill. The boss always leans over backwards for steady customers."



"...large percentage of resales due to excellent treatment by Commercial Credit"

says Ford Dealer **BENJAMIN ABRAMS,** President of Crescent Motor Sales, Revere, Mass.

"I believe we're one of COMMERCIAL CREDIT'S oldest accounts. We've been working together for 28 years and we look upon them as part of our family. Over the years we've had lots of opportunities to see their extra features like creditor group life and accident insurance and towing service benefit our customers. Their collision insurance gets cars fixed promptly and gives business to our service department. COMMERCIAL CREDIT'S wholesale setup is second to none and their collection service is ideal. We get a large percentage of resales due to excellent treatment by COMMERCIAL CREDIT."



Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over $190,000,000 . . . offices in principal cities of the United States and Canada.

solution (M-5412) and clear spar varnish (M-3720).

To refinish a damaged metal station wagon body, after all damaged metal repair work has been completed, first "mask off" the repair work area where the transfer is to be applied, then prime-coat all metal surfaces. When it is dry, sand the surface to prepare it for a new transfer application.

Spray the primed surface of the repair area with transfer bonding coat (M-4584). This coat acts as a binder or base for the transfer adhesive.

Be sure to use the bonding coat as recommended. Allow the bonding coat to air-dry for approximately one hour. If heat lights are used, allow 20 minutes' drying time. Heat lights should be located nine inches from the body panel. When dry, lightly wet-sand the bonding coat and wipe it clean.

Determining Size of Transfer

To determine the size of transfer to be used, make a paper template to fit the damaged area, then apply the template to the selected portion of the new transfer sheet and cut accordingly.

Allow about ½" of extra material around the edge of the transfer to allow for any variation in matching and trimming.

For cementing transfers to body panels, use solution M-5412 and 80% water. This diluted solution permits shifting the transfer after it has been applied so that the graining can be matched. Be sure to dilute the adhesive as specified.

Before applying the transfer, apply a trial sample of transfer and solution to a piece of body metal or old fender, until familiar with the proper solution and method of application. If the piece of transfer cannot be pulled off the panel after two minutes, the transfer solution is too strong and must be diluted with more water.

Immerse the cut transfer in lukewarm water for approximately one minute to loosen the paper backing. The paper backing must not be removed until after the transfer has been applied to the body.

Next, make up a small cheesecloth pad and dip the pad into the M-5412 solution, diluted as explained. Apply the pad, saturated with solution, to the body panel where the transfer is to be applied.

Caution: Any excess adhesive solution that accidentally runs down onto adjacent body panels must be wiped away immediately.

Place the wet transfer on the body panel, paper side out. After carefully adjusting the transfer to match the graining character on the adjoining original finish, carefully remove the paper backing.

Sponge all areas of the applied transfer with clean water to remove all traces of paper backing adhesive. Once the operation of applying a transfer to the body panel is started, it must be followed through to completion before the adhesive begins to set.

After the transfer is in place, remove all air bubbles and wrinkles with a rubber squeegee. Use an overlapping stroke to level off the transfer, working from the center or high point of the metal panel towards the outer edges. Use plain water as lubricant for squeegee.

Wash the transfer carefully with clear water and dry it with a chamois. Pierce any blisters or small air bubbles as they appear, then press the pierced area with the fingers to squeeze out air and excess solution. If heat lights are used for drying, place these lights approximately nine inches from the panel and maintain a temperature of 160° for approximately 20 minutes.

'57 Chevy's Turboglide

(Continued from page 76)

Turboglide has several other design advantages. Important is the coaxial distribution of torque loads which decreases the chance of wear, and a reduction in the possibilities of leaks through elimination of many external attachments.

In addition to the 283-cubic-inch V-8 engine equipped with Ramjet fuel injection, the Corvette offers sport car owners a choice of the standard four-barrel carburetor or dual four-barrel carburetors.

A wide range of transmissions complement the choice of engine. They include the regular production axle ratio of 3.70-to-1 and an optional 4.11-to-1 axle for use with the close-ratio three-speed transmission. The 3.55 rear axle is retained for use with Powerglide.

Hydraulic valve lifters will be used on all Corvette engines excepting the high-performance, competition engine. Modified mechanical lifters in this instance are designed to improve oil metering to the upper valve train.

Offered in the passenger-car line are one six- and four eight-cylinder engines, ranging in horsepower from 140 to 283. The six develops 140hp. The eights range from 283, 270, 250 and 245 for the "Corvette V-8" to 220 for the Super Turbo-Fire "283", 185 for the Turbo-Fire "283" and 162 for the Turbo-Fire "265."

Each engine is improved mechanically, but the gain in power — up from a peak of 225 horses in the 1956 line — is primarily due to larger bore, higher left camshafts and fuel injection.

Bore has been increased one-eighth of an inch over the highest-powered 1956 V-8 to a new 3.875 inches. Piston stroke in all Chevrolet eights stands at 3", one of the shortest in the industry.

Based on 283 Cubic Inches

All high-performance engines are based on the 283-cubic-inch block, while varying in fuel induction, compression ratio, camshafts and valving. Mechanical type valve lifters are used in the special high-performance engines with compression up to 10.5 to 1 with fuel injection. Full pressure lubrication to the valve lifter galleries replaces the former metered system on all V-8s. Full-flow oil filters continue as a popular option, except on engines equipped with two four-barrel carburetors or fuel injection. Here filters are standard.

Top deck of the V-8 cylinder block is increased in thickness for improved cylinder head attachment. The redesign will minimize cylinder wall distortion through over-tightening of hold-down bolts

Spark plug electrodes protrude one-eighth inch farther into the combustion chamber, resulting in shorter flame travel. New metal heat deflection shields between spark plugs and exhaust manifold protect the spark plug wires and boots from heat. Starting motors of both six and V-8 have been modified to increase the efficiency of the solenoid.

Improved engine breathing and higher volumetric efficiency are claimed for new "ram's horn" exhaust manifolds on the V-8s. The new design provides larger gas passages which gradually increase in cross-sectional area from the inlet port at the cylinder head to the outlet. The manifolds are designed to rush spent gases from each cylinder with equal freedom from back pressures.

A new distributor of advanced design is used on V-8 engines equipped with the two-barrel or four-barrel carburetors. This places the breaker points directly



Profit Combination: *Garageman Jerry Steinhauer, Jobber Herb Noer and Salesman Herman A. Benson (left to right) discuss sales features of a matched pair of Moog Coil Springs. Note Moog Chart on wall for easy reference.*

MOOG

means more "under-the-car" business

"Because some of the durability of spring-suspension parts in late model cars has been sacrificed for a soft 'baby buggy' ride, car buyers are prospects for shops such as ours sooner than ever before. And for helping us get our share of this market, we're sold on Moog. For example, rugged Moog Coil Springs provide us with a good visual demonstration for customers whose coils are collapsed."

Jerry Steinhauer, B-Line Service, St. Paul

Jerry Steinhauer decided to specialize in front-end and alignment work 13 years ago. Today, his shop is an example of the opportunities in "under-the-car" repairs—and how Moog can help attract more of this profitable business.

In building his business, Jerry has worked closely with his Moog Jobber, a branch of National Bushings and Parts Co. in St. Paul. And Herb Noer, branch manager, credits Moog with providing him with the *most complete* line in its field—backed by a merchandising program designed to make any shop *Headquarters for "Under-the-Car" Repairs.* Herman A. Benson, National's salesman calling on B-Line Service, sums it up like this: Moog is the "Cadillac" of front-end parts!

Don't overlook "under-the-car" profits! Moog can help you get your share of today's bigger market with (1) a *complete line* offering full coverage; (2) interest-arousing *new items* in fast-selling assortments; (3) dependable quality in parts built to do a *better job* than the ones they replace; and (4) sales tools and displays that focus attention on "under-the-car" *safety.* Get the full story from your Moog Jobber. Or write Moog Industries, Inc., St. Louis 14, Missouri.

MOOG
A GREAT NAME IN AUTOMOTIVE MAINTENANCE

above the shaft bearing, reducing fluctuations in the gap setting. An access door in the distributor cap provides for the setting of the breaker gap while the engine is running.

Clutches have been improved for durability. Both molded and woven facing material reportedly have greater strength and wear resistance. A new semi-centrifugal clutch is introduced in Super Turbo-Fire "283" and "Corvette V-8" engines to produce greater force on the pressure plate.

Front and intermediate main bearings of V-8 engines are one-sixteenth inch wider, while connecting rod bearings and the front and intermediate main bearings of all Corvette V-8 engines are of a premium material, an alloy which is said to triple average bearing life.

Notched pistons and dual exhausts are also characteristic of the high-performance cars. In all V-8s piston rings have been revised for better compression and oil control.

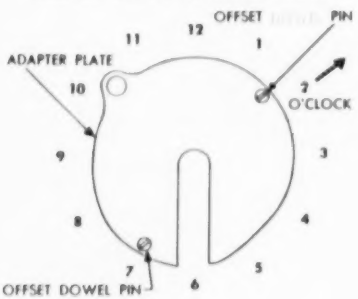
Torque Converter Tip by Plymouth

PLYMOUTH Division has issued the following service data on the torque converter housing face and bore runout:

Misalignment of the housing bore or housing face can cause the front pump housing seal to wear prematurely, causing an oil leak at the front of the transmission.

Runout of a PowerFlite torque converter hub should not exceed .004" total indicator reading. This should be checked first. If runout is greater than .004", refer to the April, 1955, issue of the *Plymouth Product Information News* for correction procedures. Next check housing *bore* runout, followed by housing *face* runout.

Fig. 1—Clock numerals show direction of hub runout. Aligning slot in offset dowel pins brings runout within specified limits.



Housing bore runout: Check bore runout, using fixture C-3461 and a suitable dial indicator. Runout must not exceed .010" total indicator reading.

As an example, assume the total indicator reading is .016" in a direction which approximates 2 o'clock (Fig. 1) on the adapter plate. In this case the housing is off the crankshaft centerline .008" (½ total indicator reading) which is .003" greater than the allowable limit of .005" (½ total indicator reading).

To correct an off-center condition, three offset dowel pins, (Fig. 2) are available from the Parts Division.

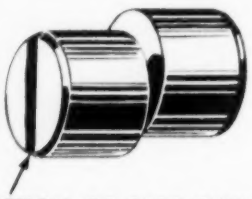


Fig. 2—Special offset dowel pin for aligning torque converter bore runout.

Offset Dowel Pins

Amount of Offset (inches)	Part Number
.007	1736347
.014	1736348
.021	1736353

In the example above, using the .007" offset dowel pin will bring the runout well within the allowable limit of .005", or: .008 — .007 (offset pin) = .001" runout.

To install the offset dowel pins, remove the housing and remove both dowel pins. Install the offset dowels to the shoulder. Avoid damage to the adapter plate by supporting it when installing the *lower* dowel pin. Install the housing and torque the screws 20-25 ft. lbs. Mount the indicator and recheck bore runout. If necessary, loosen housing screws and turn the dowels with a screwdriver to shift the housing and align the bore within limits.

Housing face runout: Check the housing *face* runout with a dial indicator before installing the transmission and locate the lowest point of the indicator reading. Face runout should not exceed .008" total indicator reading. Shims for correcting excessive face runout are available from the Parts Division as follows:

Housing Face Runout Shims

Thickness (inches)	Part Number
.002	1610442
.003	1610443
.005	1610444

Borg-Warner Reveals Injection Model

DEVELOPMENT of a gasoline fuel injection system for internal combustion engines was announced last month by Borg-Warner Corp., Chicago.

The system, designed to increase engine power, provide fuel economy, and improve performance, was announced in connection with the national tractor meeting of the Society of Automotive Engineers.

A model of the injector was exhibited at the meeting by Borg-Warner's Marvel-Schebler Products Division, which is in charge of the design and development of the system.

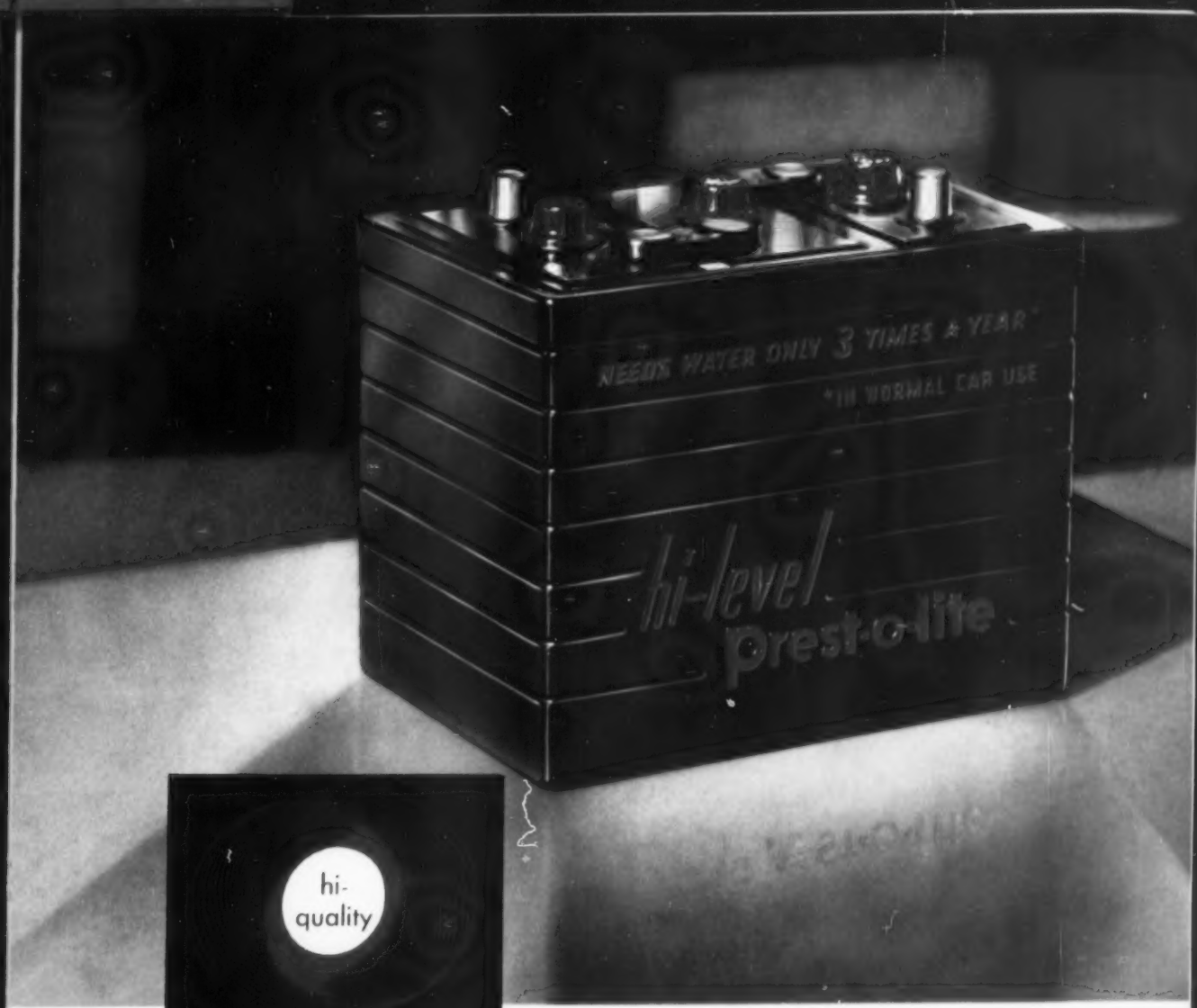
Fuel injectors, which may eventually replace the conventional carburetor on cars, trucks, and tractors, are currently commanding special attention throughout the automobile industry, both on the part of the car manufacturer and the automotive components supplier.

In an engine equipped with fuel injection, precisely metered amounts of fuel are sprayed directly into the air in the intake manifold at a point just before it enters the cylinder. Air for the air-fuel mixture is brought to this point separately and does not mix with the fuel until the two meet at the combustion chamber opening.

"In a conventional engine modified for fuel injection, power can be increased up to 15 to 20 per cent," Marvel-Schebler engineers said.

"With new engine designs which would make full use of the inherent advantages of fuel injection, these increases could be carried much further and appreciable gains made in fuel economy as well," they said.

In this connection, the engineers noted that fuel injection offers economies and a reduction in undesirable exhaust odors during deceleration.







prest·o·lite

hi-level

No finer battery is built today!

Car owners are already sold on this tried and proved premium battery

The most gruelling tests ever made have conclusively proved that Prest-O-Lite Hi-Level is a true premium battery, second to none in the field. Actually, 100 stock batteries of this type were installed in 17 different makes of cars and driven two million miles throughout the United States and Canada. *Not a single battery failed!*

In addition to this clear-cut demonstration of rugged performance in all kinds of climate and over every type of terrain, periodic inspection of these batteries proved that Hi-Level Prest-O-Lite *needs water only three times a year.**

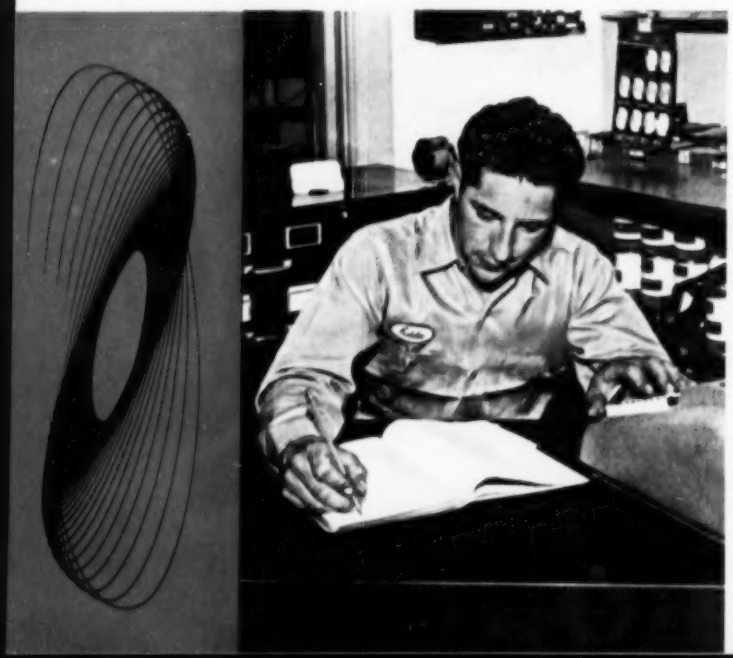
You can count on customer acceptance that will add to your profits and prestige when you recommend Prest-O-Lite Hi-Level . . . *available wet or dry charged!*

*In normal car use



Today it's hi-level

hi-level prest-o-lite pays you more dollars on every sale!



Let's talk facts: Whether you sell an ordinary battery or a Prest-O-Lite Hi-Level, the time and cost of labor for installation is the same. The big difference lies in the actual profit you pocket. Compare the two typical sales below.

When you sell an ordinary battery—

You get	$20.75
It costs you	14.00
Your profit	**$6.75**

When you sell a hi-level prest-o-lite—

You get	$27.95
It costs you	17.96
Your profit	**$9.99**

That's 48% more cash profit for you!

Prest-O-Lite fair guarantee protects your profit!

Every battery dealer knows that *long* guarantees often mean short profits. But here's how Prest-O-Lite protects your margin. The tests described on the opposite page show that these premium batteries could be guaranteed for 48 or 60 months. Instead, they carry a reasonable guarantee of 36 months. The two typical transactions below show how you benefit by the Prest-O-Lite fair guarantee policy:

First Dealer sold his customer a premium battery, guaranteed for 48 months. After 30 months of service it failed, and dealer sold him a new battery of the same make. Here's how the dealer made out:

Customer paid dealer $.58 per month for 30 months of service	$17.40
Dealer returns old battery to jobber	.00
Total received by dealer	17.40
Dealer's net cost	15.66
Dealer's gross profit	**$1.74**

Second Dealer sold his customer a Prest-O-Lite Hi-Level Battery, guaranteed for 36 months. After 30 months of service, the dealer sold him a new battery of the same make with this result:

Customer paid dealer $.78 per month for 30 months of service	$23.40
Dealer receives for old battery	1.75
Total received by dealer	25.15
Dealer's net cost	17.60
Dealer's gross profit	**$7.55**

That's 334% more gross profit!



for hi-quality and hi-profit!



Dry Charged (Also available Wet charged)—and see how attractively priced

dry charged batteries are always fresh!



More and more dealers and motorists are asking for the Dry Charged Hi-level. Motorists appreciate that a dry charged battery is factory-fresh and full of power when it's installed. This feature, plus the assurance that Prest-O-Lite Hi-Level needs water only three times a year*, gives every car owner greater confidence in his battery buy. Dealers have no problem of over-aging with the dry charged type, for the batteries cannot lose power or eat up profits on the shelf; nor do they require trickle-charging or re-charging. "Activite" is added only when the battery is installed in the car.



New low-selling prices promise greater volume for the dealer

Notice these new low starting prices on Prest-O-Lite Hi-Level . . . made possible by greater demand and volume production. Now for the first time, you can offer a real premium battery at a price everyone can afford. Think of it . . . only $21.95 for a premium battery that fits most 6-volt systems! Prest-O-Lite Hi-Level is a battery that competes price-wise with ordinary batteries and yet has been proved by the 2-million-mile test to be the finest battery money can buy!

*In normal car use

Get full details from your prest-o-lite supplier!



Troopers of the West Virginia state police assembled at the capitol last month in Charleston with the 25 Ford Fairlanes assigned to governors and officials of the Southern Governors Conference at The Greenbrier in White Sulphur Springs. Specially painted blue and gold, West Virginia's state colors, the cars were chauffeured by the troopers during the conference. Each car had a distinctive license plate bearing the name of the governor to whom it was assigned.

•

Fast-Drying Finish

(Continued from page 75)

all over the country to see how Dythol will function in on-the-job situations."

Results proved Dythol to be less sensitive to extremes in temperature and humidity than either lacquer or enamel, he said. Under extreme conditions, the automobile can be completely refinished and delivered in one hour. The car is ready to be driven away after the masking tape is removed. Only two coats are needed for a complete finishing job.

Painters who used Dythol have commented on the absence of spray dust in the painting booth, as well as its low odor characteristic, the company reported.

It takes a low pressure spray — 40 to 45 pounds — as compared with 60 to 65 pounds needed to spray previous finishes. There is less spray dust because of this, the dust is non-sticking and can easily be brushed off the arms and clothes of the painter, officials said.

Dythol has high hiding power and is wrinkle-resistant even when applied in heavy coats, they reported.

Tests were conducted in Atlanta, Ga., and other points over the South and Southwest last month, according to company officials.

NEW CARS
mean a big demand for
NEW TWIN MATS

get your share of this growing market

. . . The market that is demanding new FloorKings and Floor Mates all-rubber twin floor mats — to protect expensive floor coverings. In 7 gorgeous colors to match any car interior, twin mats fit on either side of the hump . . . they trap and hold dirt and water . . . and they make cleaning a snap. Get your share of the twin mat business . . . with FloorKings and Floor Mates.

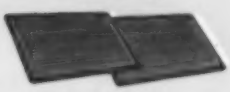
REAR COMPANION MATS IN MATCHING COLORS: For rear floor compartments, sell either Minutemats or Econ-O-Mats available in matching twin mat colors.



FloorKings



Minutemats



Econ-O-Mats

Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

LOOK FOR THIS NAME ON THE HAND TOOLS You Buy—



Put yourself dollars ahead in automotive service with these BLACKHAWK Hand Tools that save time and trouble for you! They are designed *by* mechanics *for* mechanics so you can handle automotive service jobs quicker, easier and better—make *more* money in fewer shop hours!

BLACKHAWK offers you a complete Line of top-quality Tools—all fully covered by the BLACKHAWK Guarantee—including the basic Tools you use every day plus hundreds of special-purpose Tools for Body Repair, Ignition, Valve, Piston, Tire and Battery service.

SERVICE PROVED

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THE AUTOMOTIVE SERVICE MONEY-MAKER FOR AUTOMOTIVE MECHANICS

These great Tools have the precise fit, perfect balance and rugged turning power you want for expert repair work on today's cars and trucks. The famous BLACKHAWK Socket Wrenches and Drive Parts give you alloy steel muscle to handle the toughest nut-turning job with ease—and their triple-plate, Chrome finish guarantees a rust-free lifetime of service. Moreover, *all* BLACKHAWK Hand Tools measure up to the same high-quality standard. They are job-engineered, made of the finest materials and finished to the peak of perfection.

You'll find BLACKHAWK Hand Tools easy on your pocketbook—and hard to beat for professional, money-making automotive service. Your Jobber will be glad to show you the BLACKHAWK Tools you need for today's repairs. Ask him about BLACKHAWK today! The New Britain Machine Co., New Britain, Conn.



plus . . . . . THIS GREAT NEW FAMILY OF BLACKHAWK AUTOMATIC TRANSMISSION *Tools!*

EXTERNAL SERVICE TOOLS


HYDRA-MATIC BAND ADJUSTING TOOL


FORDOMATIC-MERCOMATIC REAR BAND ADJUSTING TOOL


HYDRA-MATIC THROTTLE ARM GAUGE


HYDRA-MATIC THROTTLE ARM BENDER


OIL PRESSURE GAUGE


DYNAFLOW-POWERGLIDE BAND ADJUSTING TOOL

INTERNAL SERVICE TOOLS


HYDRA-MATIC FRONT AND REAR CLUTCH TESTER


FORDOMATIC-MERCOMATIC FRONT BAND ADJUSTING TOOL

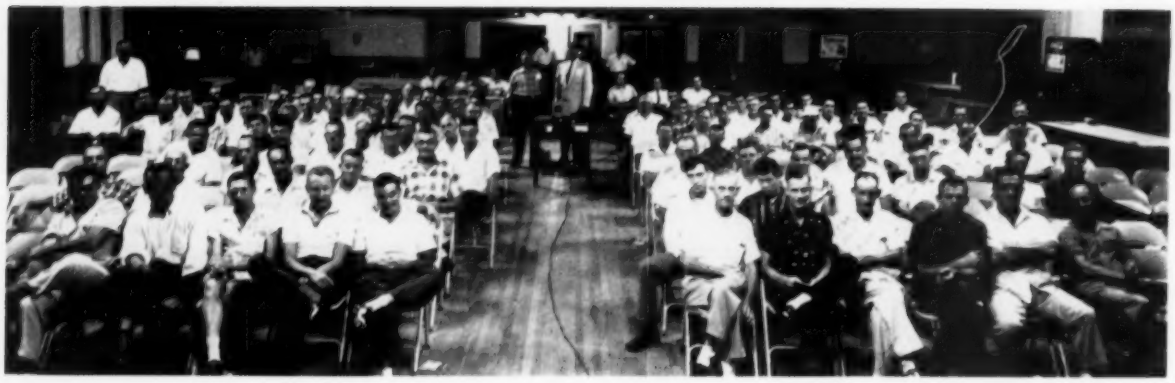

OPEN-TYPE SNAP RING REMOVER


MULTI-PURPOSE CLUTCH SPRING COMPRESSOR


HYDRA-MATIC FRONT BAND ADJUSTING TOOL


HYDRA-MATIC REAR SERVO SPRING COMPRESSOR

Blackhawk TOOLS • NEW BRITAIN, CONN.



Nearly 150 automotive maintenance men attended a special brake technical clinic recently at Daytona City Recreation Hall, sponsored by Motive Parts Co., Inc., of Daytona Beach, Fla. The clinic featured a brake engineering film prepared by Raybestos Division, supplemented by technical talks by Bob Keller and Charles Swanson of Raybestos. Sandwiches and soft drinks were served after the discussion period. One out of every five guests received a door prize. Phil Sommerlad, president of Motive Parts, emceed the program. Sommerlad is active in the affairs of Florida Automotive Wholesalers Association.

●

Racers Hit 152mph

(Continued from page 57)

Hot rodders entered in 29 classes at the meet. They competed for top speeds attained in a quarter-mile acceleration run and for top eliminator. Some 100 trophies and awards were presented to winners by the manufacturers of Maremont mufflers, Proto tools, Holley carburetors, Accurate clutches and Grizzly brake linings — the parts manufacturers underwriting AT-AA.

This year's champion, which came within 3mph of establishing a new world's record for a quarter-mile drag race, was powered by a giant water-cooled, 12-cylinder Allison engine of the same type used in many World War II fighter planes. Mounted directly behind the driver, the low-slung powerplant coupled with four-drive wheels developed 1,450hp in the brief quarter-mile course.

Lloyd Scott of Long Beach, Calif., last year's champion, was unable to attend the meet. Last year he set a new world record mark of 151.007mph. Scott's twin-engined car suffered a broken rear axle two days before the Lawrenceville meet opened and he could not make repairs before the deadline.



WITH

MIRO-FLEX

Play it safe. Keep MIRO-FLEX safety equipment on hand. It's the modern line with the modern design . . . priced to sell and designed to serve. Mirrors of all types . . . flares . . . lamps, directional signals . . . reflectors . . . . and tail lights — all as dependable as the original and famous Miro-Flare. User, jobber, or dealer get the complete facts.





THE MIRO-FLEX CO., INC.

1824 EAST SECOND, WICHITA 7, KANSAS

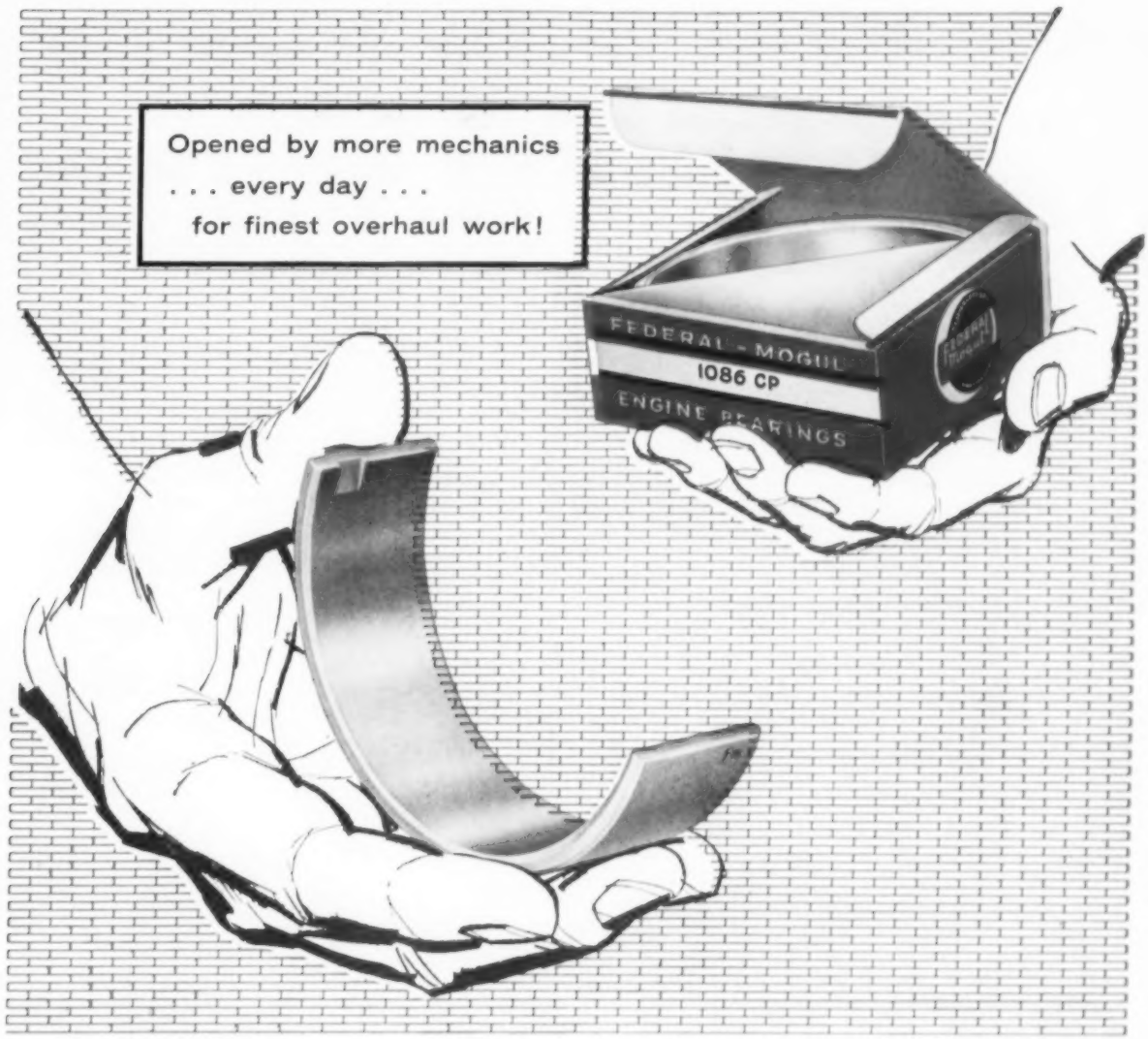
Please send me complete information on Miro-Flex Safety Equipment. I am a user____ dealer____ jobber____.

NAME____

ADDRESS____

TOWN____ STATE____





Where performance counts most

GIVE THEM Fm QUALITY!

Reach into that red-and-black engine bearing box . . . the Fm bearing there is a *known* and *preferred* quality part!

Federal-Mogul quality pays off in performance. Surveys prove it. Fm bearings are the best known brand for car, truck, bus and tractor replacement. *Ask your jobber!* He provides *fast* Federal-Mogul service!



FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.

RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

Save time... and safeguard your customers... by getting your brake service requirements

All from ONE source ...



You can depend upon Wagner Quality because Wagner Products are used as original equipment by manufacturers of cars, trucks, buses, and trailers.

Est. 1891

Wagner

...the best known name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • CoMaX BRAKE LINING • NoRoL • AIR HORNS • AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES

...your Wagner Jobber

It's false economy to go to one jobber for brake lining and to another for brake parts and fluid. You get uniform high quality — and save time — when you standardize on Wagner.

There's a Wagner Jobber near you who can supply Wagner Lockheed Brake Parts and Fluid for every hydraulic brake system . . . brake lining for every car, truck, bus, or trailer. And best of all, you can buy with complete confidence for Wagner products are manufactured to the highest standards of quality to assure safe, dependable performance under all operating conditions.



WAGNER LOCKHEED BRAKE FLUID

Compounded of finest ingredients — chemically balanced to function efficiently under all driving conditions. It surpasses S.A.E. specifications. Just two types answer every service need.

WAGNER LOCKHEED REPLACEMENT BRAKE PARTS

Manufactured by the same machinery — to the same specifications — as parts used for original equipment. Cover every make and model of vehicle including hard-to-find numbers not easily obtainable elsewhere. Parts are available individually or in factory-sealed kits.

WAGNER CoMaX BRAKE LINING

Assures more miles of quick, safe, smooth stops . . . fewer brake adjustments . . . less drum wear. Uniform in density, composition, and frictional quality. Available in sets, blocks, rolls, slabs, cut segments and on shoes.

WAGNER EXCHANGE BRAKE SHOE SETS

With Wagner CoMaX Lining "bonded-on" or "riveted-on" at the factory. Sets are available for all popular passenger cars and some light trucks with both standard and over-size lining thicknesses.

Use coupon to get FREE copy of valuable Brake Service Manual

Wagner Electric Corporation
6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A.
(Branches in principal cities in U. S. and in Canada)

Send me your Hydraulic Brake Service Guide HU-411, also please send AU-607 which explains the Wagner Franchised Dealer Program.

A56-14

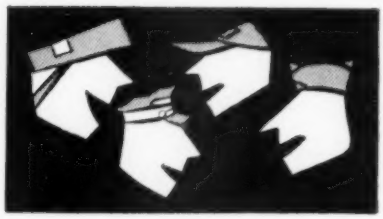
NAME _____

FIRM _____

ADDRESS _____

CITY, ZONE & STATE _____

Readers are invited to contribute to— SHOP TALK



A column of informal comments about the automotive trade and its problems.

"HOT ROD" PLAGUE?

San Marcos, Texas

Dear Sirs:

I have been a reader of SOUTHERN AUTOMOTIVE JOURNAL for years. I own my garage and have been in this business 31 years.

Enjoyed reading "Industry Plague: Mechanic Shortage" (August issue, page 31) and your journal all the way.

One of the main reasons mechanics are not interested is that they are not building automobiles any more — just "hot rods." Those who are interested in these crates can go to all kinds of schools and training centers. You can fix them today and day after tomorrow there is a comeback. They are not built to stand up.

Also, all the junk that is hung on these cars today is a pain in the neck. The average people buy these cars and don't know what they are buying until the service time comes. Then they blow their top. And, of course, flat rates of $2.50, $3 and $3.50 get you nowhere. That's why mechanics aren't interested any more, is my opinion.

Your best business is your lower-class people who don't buy a car every year. You don't get any business from the "big shots" to amount to anything. So your lower class with this "souped up" junk is what you have to deal with and they haven't got the cash to pay for the service that these "hot rods" have got to have.

Take your farmer, for example. He can only plant a few rows and with high taxes, parts, etc., and the farmer's needs going higher and higher, what he sells is not in line with what he buys.

So you have a flat rate of $4.50 or $5 that will not work out because the farmer can't pay for that kind of service. And how can a garage owner buy all kinds of equipment with these crazy changes that they have every year?

Yes, where this is going to land, God only knows. I don't.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

Only Ditzler offers you such complete, economical color mixing service!



• Saves Time • Eliminates Waste
• Cuts Costs • Speeds up service

DITZLER'S Exact-Weight Color Mixing Service is outstanding for accuracy and simplicity because it combines precise measurement with positive agitation.

Color Matches Accurately Mixed by Weight

• The Exact-Weight Scale used in this system measures amounts as fine as 1/5000ths of a gallon. Many colors used on today's new cars require such minute tints for accurate matching.



More than 8,000 Laboratory-Controlled Formulas

• Ditzler's Color Mixing Service offers you 4,000 formulas for lacquers and 4,000 for enamels. Included is a wider range of base colors than any other system. Ditzler's formula books are supplemented with biweekly data on new and current colors.

New Smooth-Running Mixing Equipment



• Ditzler has developed power mixing units that can be tailor-made to fit any shop. For the average shop Ditzler's Moto-Mix mixes quarts and gallons of base colors, one at a time.



DITZ-MIX for larger shops

• Ditzler also offers DITZ-Mix power units for larger operations from units which mix 7 gallons at one time, or 9 quarts, to units which mix 21 gallons and 9 quarts simultaneously. All base colors for lacquer or enamel can be mixed at one time.

We'll be glad to send you complete information on this complete mixing service. Ask for Folder No. 5626.
DITZLER COLOR DIVISION, Pittsburgh Plate Glass Company, Detroit 4, Mich.

DITZLER®
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS
PITTSBURGH PLATE GLASS COMPANY
IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

IT'S ALWAYS THRIFTIER... WITH *Cordomatic*®!



GET THE MOST OUT OF YOUR LIGHTING DOLLAR... GET

Cordomatic® DROP LIGHT REELS



- Increases garage efficiency!
- Pays for itself in no time!
- Eliminates hazards of fire, electric shocks and tripping!
- Mounts easily on wall or ceiling!
- Works like a window shade—automatically retracts when not in use!

Mr. Cordomatic® SAYS

"Write me today for free catalog and Dealer cost sheet."



Cordomatic® REELS are available in 20', 30' and 40' cord lengths.

Dealer Costs Start at **$13.95**

CORDOMATIC Dept. F,
17th & Indiana Ave.
Philadelphia 32, Pa.

Name.....
Firm.....
Address.....
City..... Zone.... State.....
Your Jobber.....

Perhaps it is best to own a hamburger stand!

MARVIN SCHULZE,
Schulze Garage,
Route 1

BRASS "STIMULATED"

Some Chrysler Corp. "brass" got "stimulated" rather sharply during the annual convention of the Georgia Automobile Dealers Association at Savannah recently.

It was almost easy to convince E. C. "Ed" Nevergold, executive assistant to Veep Charlie Jacobson, who heads the corporation's dealer relations staff, that some dealers might have set up a scene in which Nevergold was constantly forced to submerge in the pool at the General Oglethorpe Hotel.

The reason for it all were some horseflies. They persisted especially after Nevergold, a University of South Carolina graduate and former Ford dealer and finance company executive.

"Aw, some dealers spent days training those horseflies to give you factory 'wheels' a hot time when you took a dip in the pool," some friends chided the genial six-foot-four giant.

Incidentally, Jacobson, Bob Somerville and Nevergold are contemplating bringing their wives with them to the Mississippi dealers' convention at Biloxi early in November.

Jacobson left no doubt in the minds of SAJ editors at Savannah that he—and his family—are going to know dealers better and he hopes at the same time more dealers will know him better, although already a host of them know him from his long years in the industry.

NEW PRECISION ELECTRICAL TEST METERS FROM Herbrand

For quick, accurate readings and quality construction, you can find no finer instruments than these by Herbrand. Hook-ups are easier . . . number of adjustments to obtain readings are at an absolute minimum . . . the large, clearly-marked dials simplify precision readings.

Every feature of these Herbrand units is designed for simplicity and long, efficient use. The meters are built with powerful magnets and jeweled pivots for *guaranteed accuracy* to within 2% of the full-scale reading. Ask your jobber.





GENERATOR AND REGULATOR TESTER. HT-400

Checks generator and regulator output, cut-out relays, primary circuits, batteries and other parts of the electrical system. Has 0-15 and 0-60 volt scale to check all autos and trucks in service today. A built-in polarity switch, prevents damage to meter.



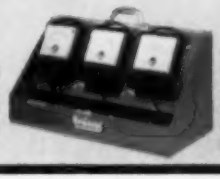
TACHOMETER. HT-410

Indicates engine speeds on all autos and trucks with 6 or 12 volt systems. Range switch for 1000 and 5000 R.P.M. Cam lobe switch for 4, 6 and 8 cylinder engines. Only two wires—one clips to ground, the other to distributor. High-low range scale provides for RPM reading at cranking and operating speeds.



CAM ANGLE METER. HT-420

Checks setting and resistance of breaker points in distributor, on all 6, 12 and 24 volt systems. Only two test clips to connect. Distributor remains on car, which permits test under actual operating conditions. Saves time and permits maximum accuracy as meter can be read and points adjusted at same time.



Carrier rack, HT-450, is available as a separate unit. Rack available with vinyl dust cover at slight extra cost.

ELECTRICAL TEST EQUIPMENT SET. HT-500

Consists of generator and regulator tester, tachometer and cam angle meter, in carrier rack, which is of heavy duty construction, finished in smooth tangerine enamel.

Practical, easy to read instruction and specification manual furnished with each instrument.

Herbrand EQUIPMENT SALES

BUY ON TIME
AUTOMOTIVE EQUIP.
TIME PAYMENT PLAN
ASK YOUR JOBBER.

HERBRAND DIVISION, THE BINGHAM-HERBRAND CORPORATION, FREMONT, OHIO

WHAT KIND OF JACK?

Nashville, Tenn.

Gentlemen:

I would like to know the name of the manufacturer of the jack pictured on page 40 of your August issue.

MARTIN W. SCHMIDT,
Stubblefield Bros.,
General Auto Repair,
317 6th Ave., South

Glad to supply you with the manufacturer's name.

WHAT SPRAY GUN?

Houston, Texas

Dear Sir:

We would be pleased to know where we may purchase the type of gun used to wash engines which appeared in your June issue under the heading "Sell Engine Protection."

Noticed some reference made to the gun in a later issue but failed to get address of manufacturer.

ALLEN ORANGE,
Dowling Service Station,
2601 Dowling St.

We're happy to give you the name of the manufacturer.

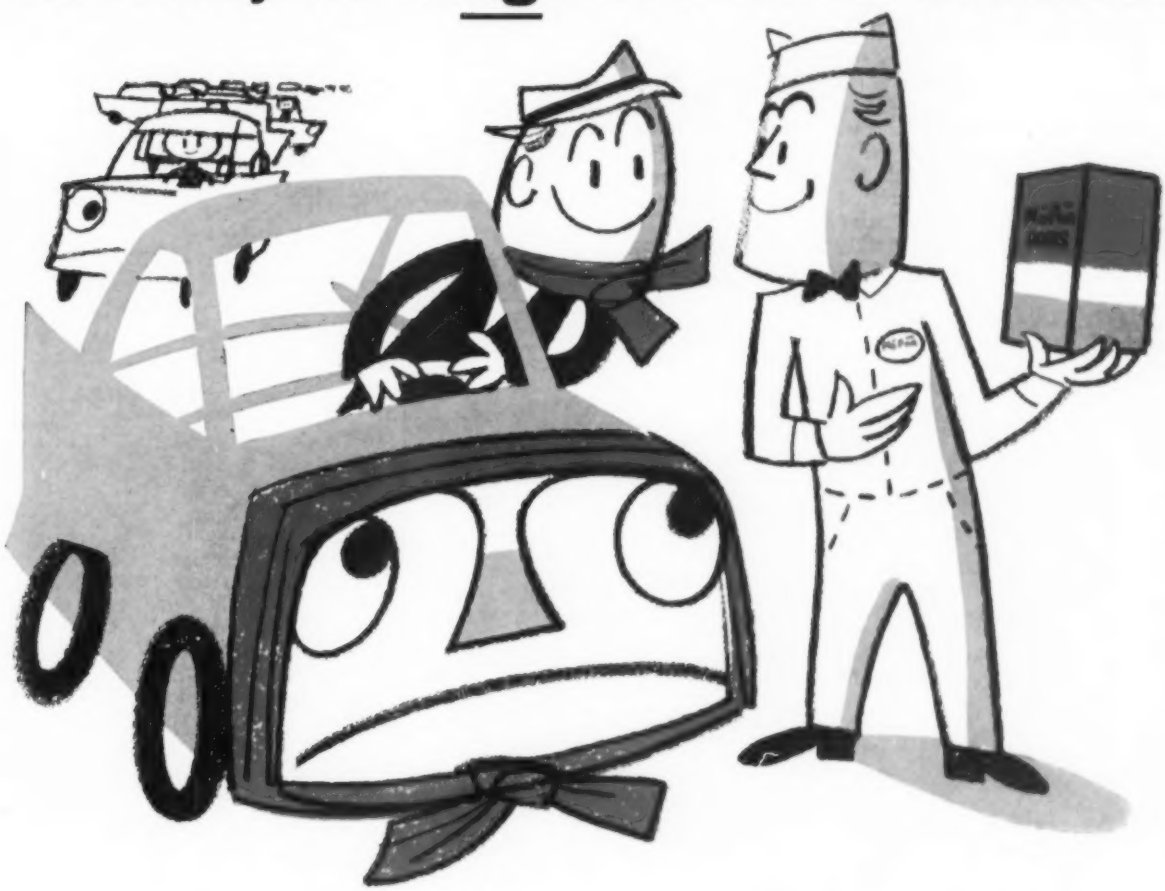
SEVENTY FEET OF CRAPPIES

Ever catch 70′ of crappies? H. S. Hibbard, manager of Standard Motor Supply, Sapulpa, Okla., says he did.

Now no one can accuse him of exaggerating because he leaves the dimensions of the fish up to anyone who has the fortitude to figure them out. He suggests how to go about it:

Multiply into inches and then divide by six and this will give the

Get ready for a big boost in fall business!



There's a lot of parts and accessories business for you in cold-weather checkups. That's why it'll pay you handsomely to tie-in with the big, powerful cold-weather promotion MoPar is launching for you next month. It'll send owners of Plymouth, Dodge, De Soto, Chrysler and Imperial cars and Dodge Trucks in to your shop for checkups. It'll reach *one in four* of the car-owning families in *your neighborhood!*

Make this advertising drive bring more dollars to your doorstep! Take the few minutes needed to put up the free MoPar posters, displays and merchandising pieces. They'll let car owners know *your* shop is the place to get the MoPar cold-weather checkup.

MoPar parts are the *only* parts engineered and factory-approved by Chrysler Corporation. They are conveniently available in *your* area—from Plymouth, Dodge, De Soto and Chrysler dealers and MoPar Parts Wholesalers.

BIG, FULL-PAGE ADS IN

THE SATURDAY EVENING POST . .	October 13
POPULAR MECHANICS	October
POPULAR SCIENCE	October

FREE FULL-COLOR POSTERS, PENNANTS, BANNERS AND MERCHANDISING PIECES are available from your MoPar Parts Wholesaler. Use them to make the MoPar Cold-Weather Checkup Promotion boost fall business for you!

MOPAR

PLYMOUTH · DODGE · DE SOTO · CHRYSLER · IMPERIAL

PARTS & ACCESSORIES

CHRYSLER CORPORATION PARTS DIVISION

size and amount.

(We figured 230 crappies 6" long. What do you get?)

VIRGINIA'S OLD CARS

Portsmouth, Va.

Gentlemen:

Have just come across a copy of your April issue and enjoyed "The South Had Its Henry Fords."

I was particularly interested in your reference to the Crawford car as there was a '13 and '14 model in our family, the last of which was sold in '14 at the death of the owner. I was 11 years of age at the time but have a vivid memory of them.

Unfortunately, there are no pictures in the family and I wonder if you could inform me of a source. I would be interested in these or later models. I tried Floyd Clymer and Hagerstown Chamber of Commerce without favorable results.

Incidentally, I understand there was once a "Richmond" and a "Virginian" built in Richmond, Va. Also, there was the "Robe," of which two or three handmade models were made at nearby Nansemond County in the early '20's.

R. W. AINSWORTH,
134 Grayson St.

We will see if we can locate such a photograph for you.

A Richmond was built between 1902-03 by the Richmond Automobile and Cycle Co. at Richmond, Ind., and another Richmond between 1905-14, made by the Wayne Works, also of the Richmond in Indiana. The Robe was produced by the Robe Motor Corp. of Norfolk, Va., according to our records.



big wheel in the hose clamp field . . . that's AERO-SEALS — new *quick-attach* JET or REGULAR. They ignore the most severe vibration, never shake open! Precision worm gear drive means positive self-locking *every time*. Hose lasts longer, too, because AERO-SEAL's wide, smooth band provides even pressure around hose — no leaks! Stainless steel band resists corrosion, gives far longer service. Re-usable many times, AERO-SEALS are available in a *complete* size range for a variety of uses.

Insist on genuine AERO-SEALS for complete satisfaction, bigger profits, happy customers. Ask your jobber.

Aero-Seal QUICK ATTACH JET HOSE CLAMPS

and AERO-SEAL REGULAR WORM GEAR HOSE CLAMPS

BREEZE CORPORATIONS, INC., 700 LIBERTY AVE., UNION, N. J.

CHALLENGING MILNER?

A former cosmetics salesman marked his first anniversary last month as a Chevrolet dealer in Charleston, W. Va., and some industry onlookers were beginning to wonder if he has in mind someday challenging Dumas Milner, GM's big dealer who headquarters at Jackson, Miss., or the Charlie Johnson string of Chevy dealerships in the Southeast.

Roger Dean, who also has Chevy deals in Columbus, Athens and Nelsonville, all in Ohio, blasted away with his celebration with an eight-page section in *The Charleston Gazette*, including a two-cars-for-one proposition (accept the old car in trade and then give it back "absolutely free" to the purchaser of the new car).

Born in Olive Hill, in the mountains of Kentucky, 40 years ago, Dean was eastern regional manager for Richard Hudnut cosmetics by the time he was 24. A few years later he became a dealer.

For his anniversary "open house" he offered door prizes including a free seven-day vacation for two at Virginia Beach, a rose to every lady visitor, free candy for kids attending and two Kiddie Corvettes.

IN CHARGE OF ROACHES

Who's in charge of roaches at your place of business?

Seems you're not modern, if you say no one in particular. That's about the conclusion reached by Jim Pickens, the Olds-Cadillac dealer of Orangeburg, S. C., after a surprising remark at the General Oglethorpe Hotel during the GADA convention.

He and Mrs. Pickens were checking in when they spied two



WE'VE TAKEN **COBALT**

ADDED **SILVER**

as a CATALYST
to BUILD A

NEW NATIONAL BATTERY



Offering up to

*300%

GREATER RESISTANCE TO OVERCHARGE
(Greatest of all Battery Killers)

Be among the first to offer the new
National Cobalt Plus Silver Battery.
See your Jobber or write us.

GOULD-NATIONAL BATTERIES, INC.

St. Paul 1, Minnesota

*Based on S.A.E. Minimum Requirements

cockroaches on the floor.

"Step on 'em!" exclaimed Pickens.

"That's the housekeeper's job," replied the bellboy.

Pickens shoved the man aside and his No. 10's closed the careers of two unwanted roommates.

NO FREE CARS

Recently Rhodes-Walker Chevrolet of South Charleston, W. Va., was forced to insert the following notice in a local newspaper:

"It came to our attention Saturday that telephone calls are being received by persons in South Charleston and vicinity from unknown sources, telling them they have won a new car and come to Rhodes-Walker and get it. We are not giving away any car by raffle, door prize, chance or otherwise."

The company stated it was working with police, the telephone company and other authorities in an effort to trace the source of the calls, promising proper action against the person or persons originating the nuisance calls.

DISAPPEARING "BANKER"

This is the case of the "banker" who really wasn't there.

A confidence man, according to police, offered a Central Texas dealer a check for $4,645 for a new car, drawn on a Laredo bank. When the dealer's bookkeeper suggested that a call be made to verify the check, the customer helpfully supplied the Laredo number and name of the bank president.

A male voice answered the phone in Laredo with the name of the bank, and said that the president was in and would call him.

A second male voice then came on the line and asserted that the check was definitely good, and would be honored.

An investigation, after the check bounced, revealed that the telephone number to which the dealership had talked in Laredo was listed as a pay station.

Of course the customer had already departed, driving a new 1956 air-conditioned automobile, which had been "paid for" with a supposedly verified check that proved to be worthless.

"MONROE DOCTRINE"

A 1956 version of the "Monroe Doctrine" was displayed last month at the small Georgia town of Hartwell.

In his remarks at the dedication there of the $2,500,000 plant of Monroe Auto Equipment Co., President B. D. McIntyre said:

"Believe me, ladies and gentlemen, our version of the 'Monroe Doctrine' is one dedicated to the proof of our worthiness of your efforts in our behalf — to follow the 'Good Neighbor Policy' — to accept our civic responsibilities here in Hartwell — to strive for our mutual benefits and in all things to be a credit to this community, state of Georgia and to the South."

Subsequently it was announced that the company was returning to hundreds of local residents the $15,000 in cash subscriptions which they had raised to buy the lot on which the plant later was erected. The land had been presented to the company as evidence of the citizenry's desire for the new industry.

. . . in bright Car-Matching Colors



NEW

TRIM-FIT TWIN CAR MATS

Complete Protection for Front Seat Floor Areas

- All New Rubber
- Easy to Clean (Just shake out)
- Fit All Car Front Areas
- "No Drain-Off" Borders
- Accelerator Heel Rest Ribs
- Deep Diamond Shaped Cavities

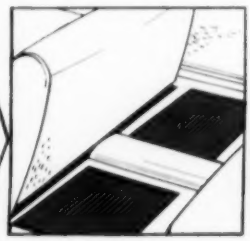


Packed in pairs in Bright Color Cartons. Easy to handle . . . attractive to display.

See your Jobber or write for fully illustrated catalog.

Feather-Flex
ALL PURPOSE MATS FOR ALL FLOOR AREAS

All Purpose Mats are manufactured in two designs and eight beautiful colors.



MONKEY GRIP

GET IT FROM YOUR JOBBER

MONKEY GRIP SALES CO.

P. O. BOX 6170 • DALLAS, TEXAS



"I'LL TAKE ROCHESTER EVERY TIME . . . for a lot of good reasons!"



"First, quality is *always* up! Rochester Carburetors are precision-built . . . and each one is *individually* tested before it leaves the factory. When you replace with a Rochester, you can be sure you'll have a satisfied customer talking up your service!"

"What's more, with Rochester training I can do my carburetor jobs *right* in just about half the time. Rochesters are easier to work on . . . they're far simpler and they have fewer parts."





"Besides, it really pays to know Rochesters inside and out. There are some 20,000,000 cars on the road equipped for Rochester Carburetors, and almost half the cars produced today have Rochesters as standard equipment. A mighty big market!"

"Tired of breaking up kits for a few parts? Well, you're holding *all aces* with Rochester parts and kits. There's a kit for *any* job, with *just* the parts and gaskets you want. All good reasons why I'll take Rochester every time!"



Why don't *you* give a thought to becoming a full-fledged carburetor expert? *Free* Rochester Training Courses give you a thorough background in the basic principles of carburetion, as well as the servicing of Rochester Carburetors. You'll be working with factory-trained UMS experts and the world's finest facilities at GM Training Centers. As a Rochester Carburetor specialist, you'll be prepared to handle all your carburetor work more efficiently and more profitably. You'll find it will pay *you* to take Rochester every time. Rochester Carburetors are standard equipment on Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.

GM
GENERAL MOTORS
PARTS SALES
UNITED MOTORS SERVICE

ROCHESTER PRODUCTS DIVISION
GENERAL MOTORS CORP., ROCHESTER, N. Y.

ROCHESTER CARBURETORS



Dear Bill,

Getting around to the battery and cooling system inspection time again and we're the boys who can inspect batteries and cooling systems until the cows come home.

The new 12-volt electrical systems and "high-compush" engines can operate on less battery and need more cooling than any of the old timers, so we can't rely on symptoms so much as before. We have to really take a close gander to make sure.

We've got customers driving around with more dead cells than live ones in the 12-volt jobs, we find. A good cold snap and the low cells could freeze and/or the few live ones couldn't turn a cold engine, so we're testing and advising all over the place so they won't be on our neck when they have trouble. Of course we sell a lot of batteries that way, too.

We've got a number of jobs rolling around with cooling systems that will hold water okay, but come anti-freeze time and we'll have to locate seepage or they'll be losing the coolant as fast as we can add it, so we have to make close preliminary inspections before adding the stuff, and insist on them letting us have a second look a day or so later.

These thin gaskets, thin engine castings and extra plumbing to heaters and transmissions invite leakage, it seems, and really take some attention—not to mention the longer and thinner fan belts which require a little close inspection themselves, as otherwise water pumps, generators and sometimes power steering units won't function.

Seems that there is not only more stuff to inspect these days, but you can get into more trouble if you don't.

The prospect of lower cars due to smaller wheels doesn't bother me in the least, friend, as you inferred it might. It's been some years since I've tried to roll under a car before jacking it up, so I'll just have to lift it a notch higher, not try any diet to reduce midsection interference.

Of course the four-headlamp prospects for the future cars might make a fellow take a second swipe at his bifocals until he got used to them and knew he wasn't seeing double, but otherwise I think we'll be able to weather any changes, however drastic.

I *can* predict that new shop help will be sent on fool's errands for

HYDRAULIC VALVE TREATMENT
For Top Engine Performance
SAVES ON GAS
SAVES ON OIL
SAVES ON REPAIRS
CORRECTS!
Frees hydraulic valve lifters
Permits valve lifters to operate quietly
Dissolves engine sludge and varnish
Increases power and gas mileage
ONE U.S. QUART
MARVEL
HI-REV
ORIGINAL
HYDRAULIC VALVE
TREATMENT
MARVEL MYSTERY OIL
TOP CYLINDER LUBRICATION
REINFORCED LUBRICATION
MAINTAINS!
Keeps valves and lifters free
Cools as it lubricates
Protects engine parts
Increases the life of your car
DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!
Order from your jobber, or write to Dept. 170
EMEROL MANUFACTURING CO., INC.
242 WEST 69TH STREET, NEW YORK 23, N. Y.

FITZGERALD

Fused-Aluminum Steel Asbestos

GASKETS

Rugged All ways





Combining strength and flexibility of specially soft-annealed steel . . . aluminum's resistance to rust and corrosion . . . and a filler of top quality asbestos . . . Fitzgerald gaskets give a *lasting* perfect seal under the tough punishment modern high compression engines deliver. Users who've ended a series of costly gasket failures by switching to Fitzgeralds swear by them. You will, too.

also...

GREASE RETAINERS • CORK GASKETS
FITZ-RITE TREATED FIBER GASKETS FOR OIL, GASOLINE AND WATER CONNECTIONS
COMPLETE SETS FOR MOTOR REBUILDERS

FITZGERALD Gaskets SINCE 1906

THE FITZGERALD MANUFACTURING CO.
Torrington, Connecticut

Canadian Fitzgerald Ltd., Toronto, Canada • Branches and Warehouses, Los Angeles, Calif., Chicago, Ill.



These mercury vapor luminaries turn night virtually into day at Suttle Motor Corp.'s used-car lot in Newport News, Va. George Suttle was so pleased with this General Electric lighting system that he is planning on a similar installation on a new 1,700-car parking lot which he is building. He reported getting more light for his dollar.

●

connecting rod bearings for free-piston engines if they ever take over as predicted, which will at least be a change from the sky-hooks, left - handed wrenches, wheel-bases and compression ratios they have been sending them to the partsman for in the past.

Remember the time we sent the new sweeper out front to fill the radiator on an air-cooled Franklin? We forgot to watch him, he innocently poured two buckets of water in the oil filler and was starting on the third when the owner caught him. He made us take the engine down and wash every part. Almost broke us of horseplay around the shop, believe me.

Those were the days, or were they?

Yrs,
Ed.

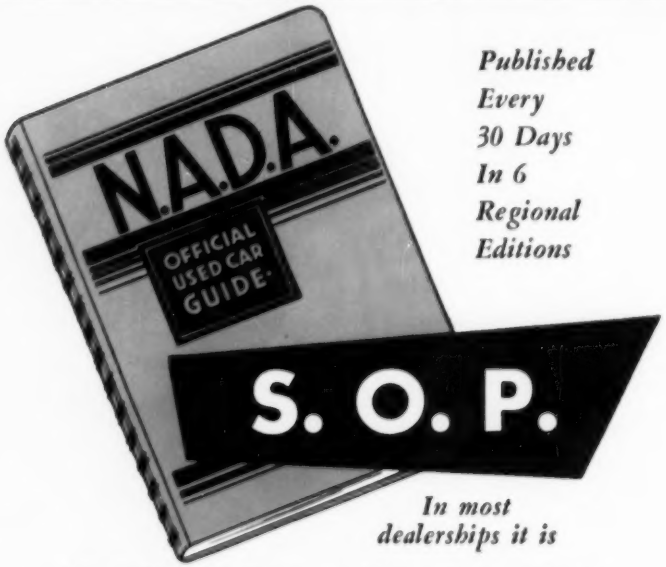
'57 Chevy's Ramjet

(Continued from page 77)

The gas pump delivers fuel to a metering chamber from which there are two outlets. The lower outlet leads to the nozzles and the upper to an overflow line. A plunger, sensitive to the flow of air in the system, meters the volume of gas directed toward the cylinders. Pressures at the .011" orifices of the nozzles measure up to 200 pounds per square inch, inducing a spray into the intake parts so fine that it could not be detected by the eye. The explosion driving the piston is from this point is in conventional fashion.

An over-run feature provides for the cut-out of fuel pressure when the car is going down-hill or decelerating. A vacuum-operated diaphragm located over the high-pressure fuel pump opens a valve, thus releasing the pressure and preventing the injection of fuel into the intake ports.

Augmenting the basic system, Chevrolet's fuel injector covers provisions for fast engine starting in cold weather through a solenoid check on the fuel plunger and an electric choke.



Published Every 30 Days In 6 Regional Editions

In most dealerships it is

Standard Operating Procedure

to supply every salesman and other key people with the

N.A.D.A. OFFICIAL USED CAR GUIDE - DO YOU?

This handy, factual Guide is compiled from continuous dealer reports to keep abreast of an ever changing market. Insurance companies, banks and allied industries find the Guide a handy source for automobile information.

- **Average Wholesale Value**
- **Average Loan** *(Except West Coast)*
- **Average Retail**
- **Identifying Specifications**

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Quantity Prices on Request

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2000 K Street, N.W., Washington 6, D. C.

Phony Fables about Oil Seals



Fable No. 5

Any oil seal that fits is right!

Wrong! Seals are precision devices. Thousands of hours of engineering time and proving-ground testing go into each number. Many seals may fit the bore—but only the right one will do the job dependably.

Always install new seals every time old ones are removed—and be sure you install perfect fit, top quality Nationals, America's largest selling replacement seal. National Oil Seal service stocks insure having the right seal on hand when needed, and the handy chart in each service stock makes finding the right seal a matter of moments.

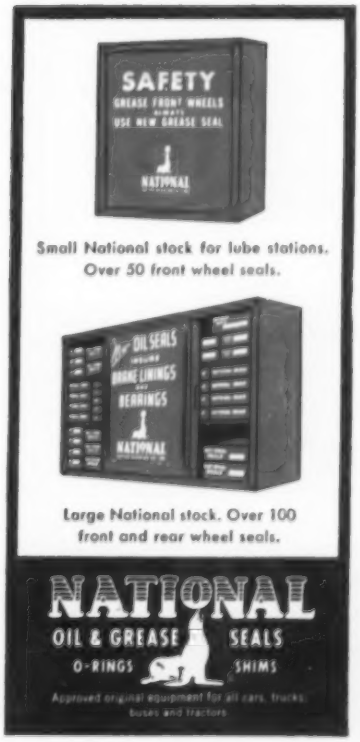
Why not ask your jobber today about a fast-moving National Oil Seal service stock?

3785

Support this industry-wide program

NATIONAL MOTOR BEARING CO., INC.

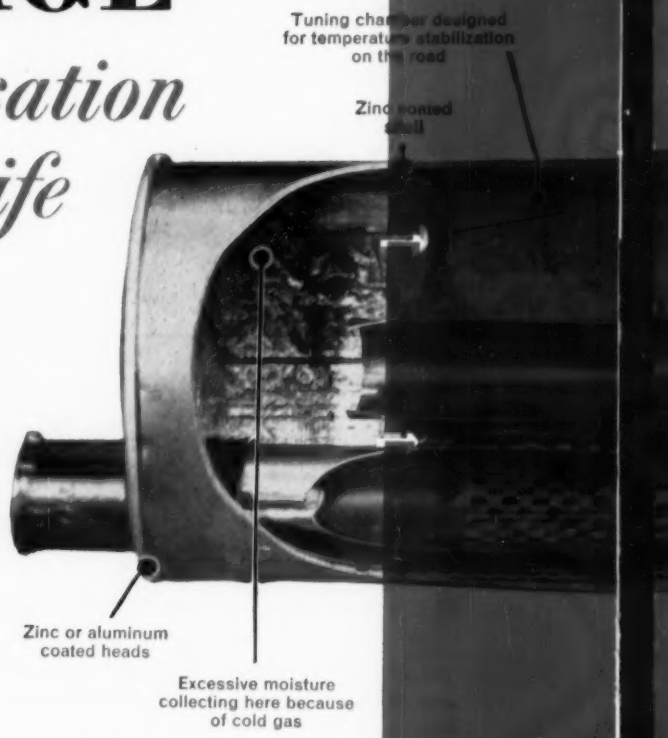
GENERAL OFFICES: Redwood City, California
PLANTS: Redwood City, California and Van Wert, Ohio



Walker acoustically controlled

INTER-CHAMBER DRAINAGE

reduces condensation ...adds longer life



Because certain chambers within a muffler operate at lower temperatures than others, they become natural "condensers" for the exhaust vapor produced by the engine in normal operation. As this acid condensate increases, more and more heat energy is required to evaporate it until a point is reached where these chambers are never free of water under normal, low-speed, low-temperature, start-and-stop driving. This rapid build-up of condensate greatly increases corrosion.

"Acoustically Controlled Inter-Chamber Drainage" has been included in each Walker "Precision Tuned" Silencer specifically created for cars factory-equipped with duals—such as Buick, Cadillac, Chrysler, DeSoto, Dodge, Ford, Lincoln, Mercury, Oldsmobile, Packard.

This new and advanced Walker feature permits any collected condensate to flow from the cooler *moisture collecting areas* of the Walker "Precision Tuned" Silencer into the hotter *moisture dissipating* areas. Here the acid condensate is carried away by the gas flow, reducing internal corrosion to a minimum.

This *right combustion* of special corrosion-resistant materials on shells, heads, tubes and partitions where required—plus "Acoustically Controlled Inter-Chamber Drainage"—assures longer life even under severe conditions.

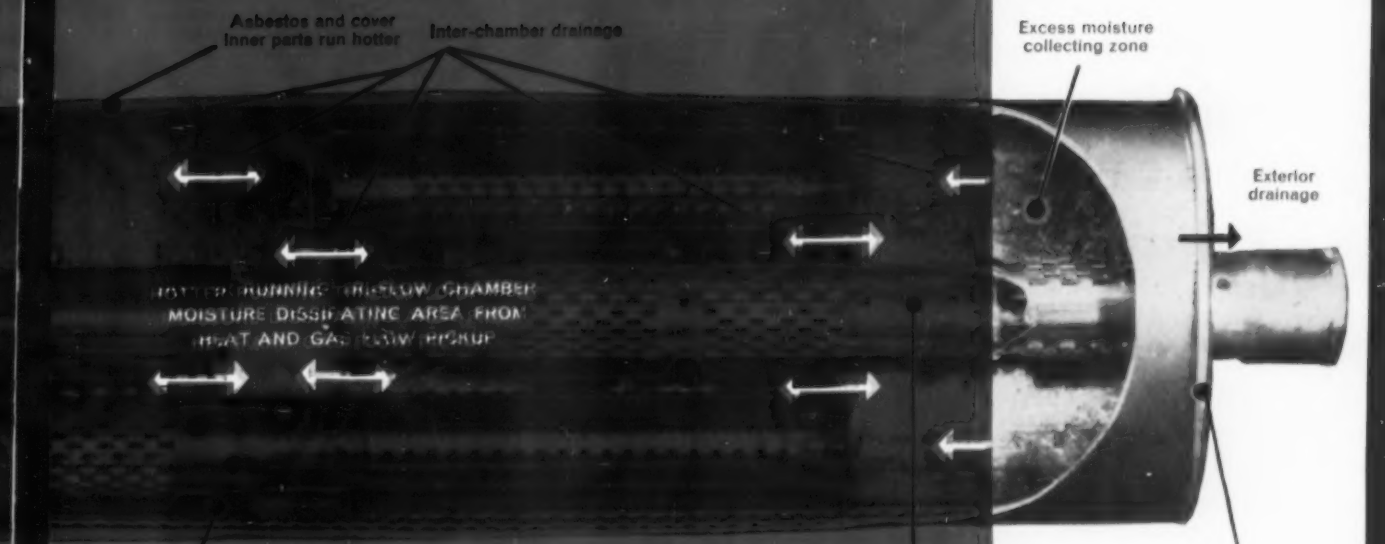
WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN

Exhaust Silencers • Oil Filters • Jacks



"Tasing the temperature" of a Walker "Precision Tuned" Silencer for on-the-road temperature stabilization.





the right combination of all things to make a truly great exhaust system

WALKER

Precision Tuned SILENCERS



GET IT FROM YOUR JOBBER





An equipment clinic held recently by Ellis Piston Ring Sales, Shreveport, La., attracted more than 200 men interested in automatic wet surface grinding of heads, blocks and manifolds and refinishing camshafts. In photo at left are (l. to r.): Van T. Ellis, owner; Stanley Johnson, Rountree-Olds-Cadillac representative; Steve Szaban, engineer for Van Norman Automotive Equipment Co., Springfield, Mass., and John J. Henriksen, Ellis sales manager. Photo at right shows Szaban instructing a group of guests on degree setting of valves in reground camshaft.

More to Tell
More to Sell
with Dole
Thermostats



There is a real sales story back of Dole Thermostats. They are especially designed for modern, high-pressure cooling systems. They assure a better performance on any car and save gas and oil. The power exerted by the trouble-free Dole element is positive and works against high pump pressures.

Be sure to remind your customers to make the replacement with a Dole Thermostat a part of every motor tune-up job.

Original equipment on most leading cars and trucks. Be sure your stocks are complete.

Control with DOLE 1906 1956 50th Anniversary

The Dole Valve Company
1901 Carroll Ave.
Chicago 12, Ill.
Representatives in All Principal Cities

Control with
DOLE
TRADE-MARK

Standard equipment on 37 makes of . . . cars, trucks, tractors, engines

Adjusted Our Belt

(Continued from page 66)

fled off. We have tied in our advertising with youth activities like Little League baseball teams and had drawings on Kiddie Corvettes. Our radio advertising is a program appealing to young people.

The local problem of small businessmen in Front Royal, as we see it, is getting the hundreds of people employed by large industry to live here. Many employed by the big corporations commute from neighboring towns. We have now engaged in a cooperative effort to make living here attractive and shopping here of greater advantage.

Crankcase Oil Saves

(Continued from page 56)

at 65°, while the showroom is on another boiler and thermostat at 75°. A thermostat on the outside wall of the service department—and facing north, too—brings on heat earlier in the event of an unexpected cold wave, assuring mechanics ideal working conditions regardless of rough weather.

Drainings accumulated during the warmer months have been more than enough to fill the three tanks. Additional amounts have been stored in 55-gallon drums.

Watch out How You Use Tar Removers, Manufacturer Warns Service Market

(Editor's note: The following letter, in part, was received last month from a prominent chemicals manufacturer.)

RECENTLY a situation has arisen in the automotive aftermarket which, unless it is checked, is capable of producing ill feeling on the part of the car-owning public. We have taken such steps as are possible for us as an individual company—and we are sure that others in our position have done the same thing. These efforts have not proved wholly successful. Accordingly, I am writing to you and to other editors of publications in the automotive field in the hope that you will cooperate in eliminating this potential source of bad feelings.

During the past few months we have received occasional reports of instances where our remover has damaged the paint on cars finished with the recently introduced acrylic lacquers. It would not surprise us if other manufacturers of road tar removers have had similar cases brought to their attention.

Late last year we learned that acrylic finishes were being introduced on production models of some cars. At that time we had our laboratory check on the manner in which ours as well as our cleaner-polishes and other products affected this new lacquer. We discovered that ours acts as a solvent for acrylic finishes. To the best of our knowledge there is no conventional tar remover which does not have a similar effect on this lacquer.

Accordingly, we advised our salesmen and distributors to warn end users of ours against its use on cars with acrylic finishes. Even after issuing this warning we have, as I said, learned that occasional lapses have occurred, resulting in damaged finish on new cars. We are aware that manufacturers who finish their cars with acrylic lacquers include reference to this fact in their instructions or on the car itself. However, this fact appears to be overlooked rather frequently by the car owner.

Our laboratory personnel inform me that the aromatic solvents used, without exception, in conventional tar removers will damage these acrylic finishes. Actually the use of aliphatic solvents, such as kerosene, would not damage acrylic finishes but would be less effective in removing tars. Undoubtedly, both we and other suppliers of chemicals to the automotive aftermarket will introduce new tar removers or modify present formulation if the use of acrylic finishes continues to grow. To the best of my knowledge, however, no such product is now on the market.

It is our understanding that the car manufacturers include information about acrylic lacquer finish in the car owner's manual, but we do not know of any further information available which might pertain to paint and touch-up jobs where there is a question of compatibility on standard lacquers and acrylic lacquers.

"You don't buy this car, sir. You subscribe to it."



Driver Education Boosted Higher by Dealers

NEW-CAR dealer support of high school driver education racked up another record year when 9,253 cars, valued at nearly $21 million, were made available to the nation's high schools during the 1955-56 term, the Inter-Industry Highway Safety Committee reported.

"New-car dealers have more than doubled the number of cars made available to schools for student practice driving instruction in the last seven years," said M. R. Darlington, Jr., managing director of the committee. He added that the cars made available last year increased by 1,174 the total of the previous year and included cars furnished to public, private and parochial schools.

"This increased dealer support made it possible for over 700 more schools than the previous year to offer a complete course in driver education last year — including both classroom instruction and practice driving," Darlington said.

Herb Thomas Is Driving For NASCAR Crown

HERB Thomas of Sanford, N. C., has made a new bid to recapture the NASCAR national stock car racing championship which he held in 1951 and 1953.

Thomas surged ahead of previously leading Buck Baker of Charlotte, N. C., following Thomas' fifth place finish in the Langhorne, Pa., Speedway 300-mile race late last month. Baker finished 38th.

Thomas now has 7,790 points, Baker, 7,480; Lee Petty, also a former titleholder, of Randleman, N. C., 7,108; Alfred "Speedy" Thompson of Monroe, N. C., 7,084, and Jim Paschal, High Point, N. C., 6,994.

A-Powered Cars?

(Continued from page 65)

might be solved in a reasonable length of time. At least we would have some idea of how to attack them. But with what we know today, there doesn't seem to be even a starting point for shielding an automotive reactor.

"The idea of an atomic car has a lot of popular appeal, just like the idea of a car with complete electronic controls that would permit the driver to nap or watch TV while he rolls down the road. But aside from the science-fiction approach, there are sound reasons for thinking seriously about nuclear-powered vehicles. The most obvious one is the question of fuel supply in the years to come. Our petroleum reserves can't last forever. Some people think nuclear power might solve the problem indirectly. Chemists know how to make fuels for internal combustion engines. Perhaps someday reactors can supply the power to manufacture such fuels at reasonable cost for many would-be users.

"With what we know today, that seems to be a more realistic approach than to put a reactor in every car."

The problems involved in shielding a reactor can be better understood by taking a quick look at what radiation really is and where it comes from.

Radiation in the vicinity of a reactor comes from three sources. Some of it originates at the instant of fission, when an atom of uranium or some other element breaks into two pieces. Some comes from the two pieces while they are in the process of "settling down." And some comes from the shielding material itself when it is bombarded by radiation from these two sources.

The Radiation Story

Not only does radiation come from three sources, it also consists of four basic types:

1.—Beta particles, which are very small — even as atomic particles go — and have a negative electric charge. They are actually electrons that have become separated from the atoms of which they were once a part.

2.—Alpha particles, which have a positive charge and a mass about 8,000 times as large as that of an electron.

3.—Neutrons, which have a mass about ¼ as large as that of an alpha particle. Their name comes from the fact that they are electrically "neutral" with neither a positive nor a negative charge.

4.—Gamma rays, which are a form of energy similar to X-rays.

From the shielding standpoint, alpha and beta particles don't cause any headaches. They are stopped cold by amounts of shielding material that wouldn't begin to faze a neutron or gamma ray.

In theory, at least, the problem of gamma-ray shielding isn't complicated: just use lots of heavy material, preferably lead, but iron will do. In practice, however, it's not always easy to put enough material in the right place — and neither is it cheap.

Neutrons also can be stopped by a lot of heavy material, but there is a trickier way to do it. Neutrons have various energies or speeds, and a slow neutron can be stopped more easily than a fast one. The method used to put the brakes on a neutron is readily understood by anyone who has played pool.

When a billiard ball hits the edge of the table, which weighs



Here's The Bright New Package—

FOR

Lamson AUTOMOTIVE FASTENERS

Take a good, long look at that handsome new label and package. You'll see it on many a shelf in the future.

Easy to read? Right! Just hold this ad at arms length and you'll see what we mean. It tells you the whole "inside story", and it can't come off because it's printed on the box.

That box is something, too. Made of SOLID KRAFT TUFBORD®, it's strong and durable, stacks easily and is of tough, bonded construction . . . no staples to come apart.

Yes, the new Lamson STACK-PAK packaging ends package woes for jobbers and dealers alike. Say Lamson . . . for the *best* . . . inside and *OUT!*



The LAMSON & SESSIONS Co

1971 West 85th Street · Cleveland 2, Ohio

PLANTS AT CLEVELAND AND KENT, OHIO · BIRMINGHAM · CHICAGO



What's the connection? Well, failure of any part of a vehicle's lighting and signaling system may produce not only a violation of the law, resulting in costly delays and fines, but may be the direct cause of serious—even fatal —accidents.

Take bulb sockets. They are a small item and many manufacturers apparently see no harm in saving a few pennies by using ferrous metal or die cast sockets. Inevitably, the result—despite the use of zinc, cadmium, or other types of metallic plating as sacrificial corrosion agents—is a substantial shortening of the life of the product—pitting, voltage drop, bulbs frozen in sockets, loss of electrical efficiency, and premature failure of the signal.

The brass sockets in every Signal-Stat lamp are but one example of our conscientious determination to manufacture products that provide maximum safety and protection for the longest possible time.

And for maximum safety nothing compares with Sigflare. Sigflare is a completely new and revolutionary concept of signaling protection.

The Sigflare System, with the patented Sigflare switch and heavy duty flasher, costs no more than an ordinary set of signals; but in addition to the finest directional signals with positive pilot action—and without additional cost—you get two stop lights as powerful as the directional signals, two tail lights as bright as the law allows and the flare feature with pilot action to instantly warn oncoming traffic if the vehicle is disabled. (Note: A special wing lever on the Sigflare switch makes all four signal lamps flash simultaneously when the vehicle is disabled, thereby setting up a complete safety zone around the disabled vehicle.)

Signal-Stat

DIRECTIONAL SIGNALS · SWITCHES · FLASHERS

Signal-Stat Corporation, 523-539 Kent Ave., Brooklyn 11, N. Y.

You can and should insist on Signal-Stat when purchasing signaling equipment for your vehicles. When you purchase a new vehicle, you have the right to insist on the best equipment. Specify Signal-Stat. Your truck manufacturer or dealer can supply it.

many times more than the ball, it bounces off and continues at a good rate of speed. When a ball hits another ball, it is slowed down or stopped. When a neutron bounces off a heavy atom like one of lead, its speed is essentially unchanged. But if it hits a light atom, such as hydrogen, the neutron is slowed.

Hydrogen in the form of water would be suitable for slowing down neutrons in the vicinity of a reactor, but it's awkard to handle in its liquid state. Concrete, which contains a considerable amount of hydrogen as free or combined water, is widely used. Sometimes concrete is sandwiched between layers of heavy metal. Sometimes iron is mixed with the concrete, perhaps in the form of small punchings.

These metal-concrete combinations provide a convenient and relatively cheap way to shield stationary reactors, but obviously they are too bulky for automotive use. By turning to more expensive materials than iron-loaded concrete, nuclear engineers can reduce the thickness for adequate shielding — but not enough. Will they ever find a way?

The beliefs of one scientist about the possibility of atomic cars were put to the acid test. He was asked:

"Would you invest money in a company organized to develop an atomic car?"

"No!" came the quick and firm answer, followed by a pause. "Unless somebody had a new idea that . . . ."

Body Repair Customers Will Love You for using BONDO



plastic-fiberglass paste

the miracle filler

which makes a permanently better-looking surface that won't shrink, crack, rust, mildew or rot EVER! AND, you'll love BONDO, too, because it's laboratory-controlled, QUALITY-beyond-compare guarantees you good results and brings you even bigger profits its repeat customers create for you! BONDO does a better job, faster, for less.

EASILY APPLIED — spreads like butter, hardens like rock.

SPEEDS REPAIRS — Hardens in 5 minutes with Speed-Set, 10 minutes with heat or 30 minutes without either.

CONVENIENT — no waiting to build up layers . . . apply all at once.

LASTS AND LASTS — It's better-than-new, permanent surface withstands weather, climate, gasoline, alkalies, salt water.

ECONOMICAL — A 3-lb. can does work of 18-20 lbs. of solder.

SAVES TIME — No long waits for solder to dry, nor for skilled metals man's availability. Paint right over BONDO . . . no special preparation.

NO WASTE — Won't harden in can.

THE MODERN WAY to repair holes, dents, breaks in doors, fenders, roofs, rocker panels, gas tanks. Why be satisfied with less?

GET IT TODAY . . . use as directed and you'll say, as others from coast to coast do, "How did I ever get along without BONDO?"

Mfd. by JAYCEE CHEMICAL CORP., Northford, Conn., U.S.A.

Warehoused and Distributed by:

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AMARILLO, TEXAS Gordon E. Yates & Son 417 West Bonita St.
RICHMOND, VA. David Cody & Assoc. 1805 Roseneath Road

Pushing Profits

(Continued from page 52)

Sometimes a car owner, not so well known, issues the blanket order, "Fix everything that needs fixing." In that case his mechanics lay out every worn and defective part, such as worn brakes, fouled-up oil filter, wornout or broken parts and show them to the owner when he comes in. Phelps itemizes each replaced part and price, plus labor charge, on a slip and gives the owner a copy. He encourages him, if he displays any doubt about the bill, to go to some service station, if necessary, and have the operator check to see if he has all the new parts for which his bill calls.

Each mechanic is admonished never to engage in a controversy or to argue with a customer. He is urged to agree if possible, or say nothing as smilingly as he can.

The second prong of the company program extends to employees—Personnel. Phelps gives them ever break possible and leans over backward to treat all of them alike. He said that jealousy caused by one employee thinking another is getting favors that he himself is denied is a problem he tries to avoid at all costs.

There's the matter of overtime. A repair job has to be extended beyond regular work hours, for example. He says when possible, "Boys, let's all stay and finish this up together as quickly as possible." In that way all are treated alike. No worker is given more overtime than another because of seniority.

When work is slack it is easy for a worker to get off a day or two for fishing. Every worker, after one year's employment, gets a week's vacation with pay. One employee, who had quite a bit of family sickness, asked that he be allowed to forego the week's vacation and draw down the money

Your eye can see NIEHOFF Superiority



ENGINEERED FOR LONG LIFE AND PEAK PERFORMANCE

● Trained eyes can easily see Niehoff's obvious superiority. The plus advantages that make Niehoff Ignition Parts superior to any on the market. You can install Niehoff Ignition Parts with the knowledge that you are building customer satisfaction and your profits.

● Best of all, there is a Niehoff Systematic Service Stock containing all the ignition parts you need to service all makes and models. A Service Stock custom designed for your own business. Ask your jobber to explain Niehoff's merchandising plan—for more sales—for bigger profits, today!

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"I PUSH WILLARD BECAUSE:

There's a type, size and price for Every Buyer!"



This Group 25M Willard Heavy De Luxe, guaranteed 24 months, sells for only $29.45 Exchange. Based on standard dealer cost of only $20.72, plus scrap value of old battery, dealer profit margin is a full 34.2%.

Complete Range of both 6- and 12-volt types!

Choose factory-fresh wet or Charged Bone-Dry® at no extra cost!

". . . and just as important, I'm able to get just about any size or type *in a hurry.* We're less than a hundred miles from one of those sixteen Willard plants, which means that my Distributor has no trouble keeping his stocks up to date.

"One thing I learned long ago . . . you can't sell a customer if you don't have the merchandise! And that's just one of the reasons why I'm going to keep right on pushing Willard.

"Want to know how you can boost your battery profits? . . .

Call your

WILLARD

DISTRIBUTOR NOW!

instead. The request was granted.

The third prong of the three-way planning is the genuine brotherly spirit shown to competitors. Frequently, a customer who brings a car in for servicing expresses his feelings about some garage owner who "has done me wrong." Phelps tells every mechanic to just listen and be as affable as he can but say nothing at all, even when the complaints are known to be true.

"Most often such complaints are *not* true," said Phelps, "and in many such cases I will tactfully take the part of the competitor who is unjustly criticized. For example, a customer left his car with me one day for some work. Then he began cussing another garage owner for the kind of paint job he had done on his vehicle a year or two before. I saw myself that the new car finish the other garage owner had given it was fading out, so I asked him what he had paid for it. He replied that it was $35.

"I then told him if that was all he paid, he got his money's worth — that no garage operator at that price could have put the kind of lasting job he expected on his car without losing money."

Phelps said it not only pays off in a good conscience to treat rivals fairly but in dollars and cents.

"Sometimes a competitor can be worth more to you than a customer," he said. "He can throw lots of repair business your way that he himself is not in a position to handle. And, if you damage him by knocking him to your customers, there's nothing to keep him from also giving you a bad name. Not only that, but, as a rule, your own customers don't usually react favorably to such castigation of others in the same business."

To implement his three-way policy Phelps holds monthly service meetings with his employees. At these huddles every possible contingency in public relations is discussed and threshed out. Employees relate problems based on their day-by-day experiences and suggestions are made on how to meet them. Both Phelps and his employees try to follow the Golden Rule policy laid down 2,000 years ago by the greatest Authority on human relations who ever lived.

Since 1930, the weight of a typical automobile radio has been reduced from 61 pounds to 17 pounds in this country.

The complete HEIN-WERNER line provides the right jack for every job!



Model E1.7F
Cap. 3000 lbs
Low 7"



Model E3.9A
Cap. Tons 3
Low 9"



Model E5.9A
Cap. Tons 5
Low 9"



Model E8.9A
Cap. Tons 8
Low 9"



Model E12.9A
Cap. Tons 12
Low 9"



Model 20.10AA
Cap. Tons 20
Low 10"



Model 30.11AA
Cap. Tons 30
Low 11"



Model 50.12AA
Cap. Tons 50
Low 12"



Model 100.12AA
Cap. Tons 100
Low 12"



Model V-1.20
Cap. 3000 lbs.
Low 4½" to 15¼"



Model O'BOY
Cap. 2500 lbs.
Low 4-5/16"



Model WS
Cap. Lbs. 3000
Low 4"



Model K
Cap. Lbs. 4000
Low 4"



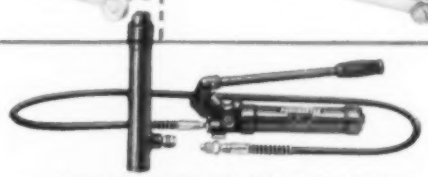
Model GG
Cap. Lbs. 8000
Low 4"



Model X
Cap. Lbs. 20,000
Low 6"



ADJ. STANDS
Model CS-2.12
Cap. 2 tons
Low 12"
CS-7.18
7 tons 18"



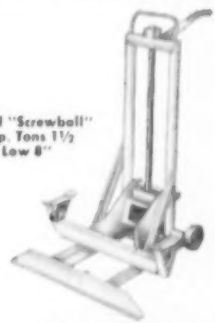
PUSHMASTER HYDRAULIC JACK & ATTACHMENTS
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"PUSH and PULL" HYDRAULIC JACK
Available in Models of 4, 10, and 20 tons capacity



Model "55"
Cap. Tons 1½
Low 8"



Model "Screwball"
Cap. Tons 1½
Low 8"

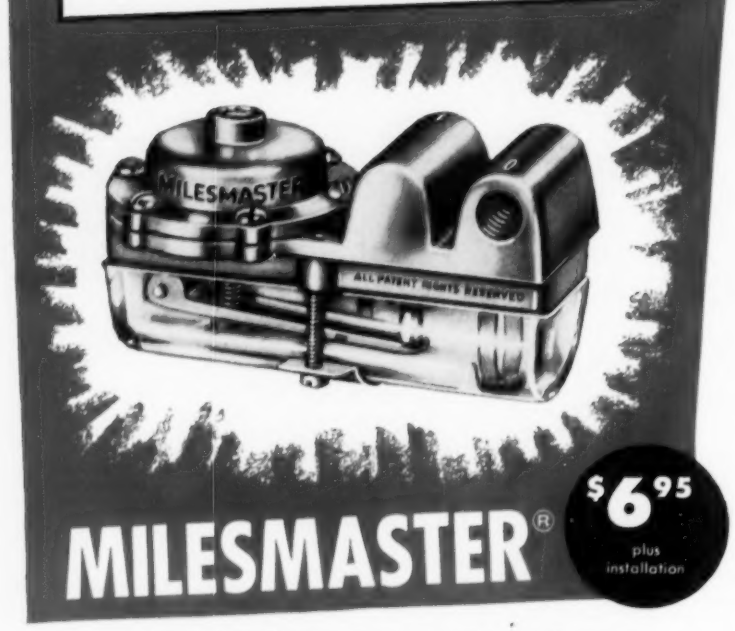
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Hein-Werner HYDRAULIC JACKS

HEIN-WERNER MANUFACTURES AND SELLS MORE HYDRAULIC JACKS THAN ANY OTHER COMPANY IN THE WORLD TODAY!

After Millions of Miles on Commercial Vehicles



MILESMASTER®

$6.95 plus installation

...the Fuel Pressure Regulator that convinced the experts is NOW available to You!

Here's why it's needed . . .

Milesmaster prevents flooding, percolation, and so-called vapor lock caused by too much fuel being forced through the carburetor with insufficient air to provide proper mixture. Pressures of fuel pumps force raw gas past the carburetor float needle into the engine. This fouls the ignition, prevents efficient combustion. Unburned fuel washes lubrication from upper cylinders and pistons. Raw gas drains into the crankcase, dilutes the oil, forms harmful gums.

Milesmaster cures these troubles simply, by absolute regulation of required pressure. Milesmaster is controlled by pressure built up between carburetor float and seat. It keeps the fuel pump from forcing surges of fuel past the needle valve assembly which is set for a pressure below that of the pump. Milesmaster provides a regulated pressure that is always right regardless of throttle demands.

If you want to stop complaints and give your customers smooth, economical engine operation, install a Milesmaster. It's years ahead in design and efficiency. It will save its cost to the owner in the first few thousand miles. Write for literature and the Milesmaster guarantee.

MILESMASTER, INC.

Factory and Sales:
Box 25, Exeland, Wis., U. S. A.

Executive Office: Suite 703
6 N. Michigan Ave., Chicago 2, Ill.

What MILESMASTER does for any car

- Saves up to 20% on fuel costs
- Reduces engine wear
- Prevents oil dilution
- Makes engine start quicker
- Provides smooth idle
- Eliminates "jerking" at all speeds
- Eliminates stalls from Flooding Percolation Vapor Lock
- Filters the fuel
- Magnetically traps steel and rust particles
- Reduces carburetor wear
- Pays for itself quickly

MONEY-BACK GUARANTEE
Have your dealer install MILESMASTER on your car. Drive it for two weeks. If not completely satisfied, your money will be refunded in full.

MILESMASTER INC.

Chevy Offers Turboglide

(Continued from page 53)

er than its 200". All bodies are lower, with a reduction of an inch and a half in height of the cowl and substantially increased windshield areas.

Common to the design of all passenger cars is a rugged front end that combines a massive guard and bumper ensemble with an aluminum grille screen and inset parking lamps. Lance-shaped windsplits on the hood add a touch of modernity. However, most of the duplication in the appearance between the three series ends here. Chevrolet again offers exclusive exteriors and interiors in each of its series.

Easily-read instruments are sheltered under a cove, with all control knobs recessed as a safety measure. Other body highpoints include a new ventilation system that has inlets under the headlamp hoods and supplies 22% more air.

The Power behind the Cars

To power its line, Chevrolet will build one six and four new V-8s ranging in output from 140hp for the six to a one-horsepower-per-cubic-inch of displacement for the "Corvette V-8." The Corvette engine develops 283hp with the fuel injection system.

Several instances of engineering progress are evident in the new chassis. "Ram's horn" exhaust manifolds aid engine breathing. Fourteen-inch wheels and lower pressure tires (22 pounds) further riding comfort and safety through greater traction. Crankshaft bearings are wider, longer wearing.

Vehicle braking improves with a finer facing material that is less sensitive to temperature changes. The repositioning of rear outrigger springs promises better handling. Added bracing increases front-end rigidity and bumper strength. Batteries have been moved forward for convenient servicing. Axle ratios have been changed to provide top performance with the smaller wheels.

A completely new ventilation system operates by air passing through intake screens over each headlamp. The air reaches the passenger compartment through louvered outlets at either edge of the dash. This system delivers up to 746 cubic feet of air per minute at 60 miles an hour while providing greater water draining capacity.

Over-all length of the cars has been increased to 200", with wheelbase remaining at 115".

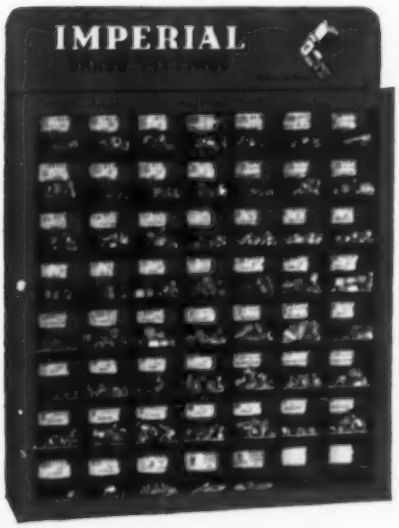
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702—Tire Repair Catalog

A catalog, listing hot and cold vulcanizing patches for tubeless and tube tires; tire clamp kits for shop and garage, as well as consumer clamp and kits; hand and power buffers; bead expanders, radiator hose, flexible and straight, and plastic electrical tape, as well as friction and rubber tape and rubber insulating tape, has been published by H. B. Egan Mfg. Co., Muskogee, Okla.

Want more info? Use coupon on page 122 and you will get it!

703—Body Solder

A plastic fiberglass body solder said to possess outstanding adhesion and drying qualities, which reportedly thoroughly airdries in five to 15 minutes in one application in any desired thickness, ready to sand and paint, has been announced by Swiss Laboratory, 1532 Hamilton Ave., Cleveland 14, O.

Want more info? Use coupon on page 122 and you will get it!



Customers Last Longer

when you use J-M P.B. Brake Sets

...they're power built for power brakes!

With Johns-Manville P.B. Sets, you stop being plagued with customer complaints about short-lived brake lining. These rugged linings are specially designed to stand up under the demands of power brakes, higher horsepower, automatic transmissions. They give smooth, dependable straight-line stops . . . provide thousands of miles of additional service.

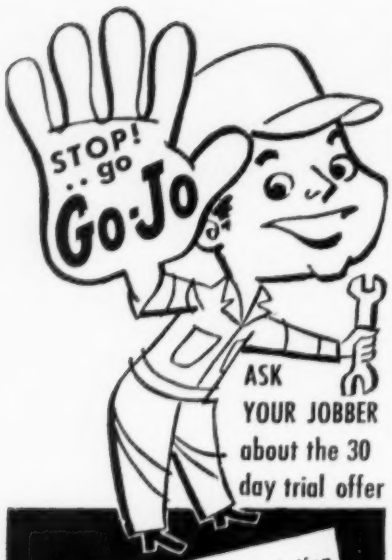
Made from a composition of select grades of asbestos fibre and non-scoring metal particles, P.B. Sets are precision-molded under high compression. The result is hard, dense lining of exceptional durability and performance. They are not sensitive to moisture conditions or temperature changes.

Your local Johns-Manville Distributor carries packaged P.B. Sets and P.B. Lined Brake Shoes. Ask him about this top quality lining or write to Johns-Manville, Box 60, New York 16, N. Y.



Packaged sets of lined brake shoes

Johns-Manville
BRAKE LINING
JM



The Original Double Action

Go-Jo

HAND CLEANER

Use WITH or WITHOUT water

Gentle on Hands Tuff on Grime

Scientifically formulated cream-type GO-JO contains no abrasives or harsh alkalies . . . yet with amazing effectiveness it removes grease, grime, paint, ink, cements and other stubborn soill . . . Soothing Lanolin guards against soreness, chapping, skin irritation!

1-SHOT DISPENSER



Cuts Hand Cleaning Costs **50%** AND MORE

Automatic feed dispenses exact amount of soap needed to clean hands. No more No less! Uses convenient throw-away can.

GOJER, Inc. · Box 991 · Akron 9, O.

World's Largest Manufacturers of Cream-Type Hand Cleaner

704—Muffler

A straight-through muffler with a double spiral louvered core, which reportedly causes exhaust gases to "spin out" at a high speed in a manner that produces a distinctive tone without offensive noise, has been announced by Standard Automotive Mfg. Co., 3401 E. Pico Blvd., Los Angeles, Calif.

The "Hush-Tone" muffler features a specially formed inlet cap to scoop gas directly into the muffler, eliminating back pressure; heavy gauge end connectors, slotted and sized for perfect fit; double wrap of chopped strand fiberglas, plus a multiple wrap of fiberglas packing and heavy gauge end caps, to make muffler leakproof and blowout proof, according to the manufacturer.

Want more info? Use coupon on page 122 and you will get it!

705—Mirror Assemblies

Two heavy-duty, pickup truck mirror assemblies, which will fold flush against side of truck to allow zero clearance in tight areas, have been announced by The Miro-Flex Co., 1824 East Second, Wichita, Kan.

The "Model 8914CL" has a 5" x 12" mirror head with a twist-type, riveted end bracket that reportedly requires less adjustment and fewer moving parts than most assemblies. Telescoping extension arms are adjustable from 24" to 27" or can be cut off to any desired length, it was claimed.

The "Model 6903MTA" has a 5" x 9" mirror head with a locking swivel ball mounting that fits on the center of a heavy-duty housing. This housing is adjustable from 12" to 15".

Want more info? Use coupon on page 122 and you will get it!

706—End Lift

An end lift said to incorporate all of the proven advantages of previous models, plus three additional features designed to accommodate cars of the future, has been introduced by Automotive Equipment Mfg. Co., 11000 So. Alameda St., Lynwood, Calif.

Additional features are: (1) an A-frame adapter, which is designed for '55 and later Chevrolets and some Chrysler Corp. cars, is supplied as standard equipment; (2) the new lift is 6" longer over-all to handle cars with greater overhand; (3) redesigned lifting fingers make quicker contact without touching gas tank, the company said.

Want more info? Use coupon on page 122 and you will get it!

707—Wire and Cable Catalog

A 24-page catalog on wire and cable for car, truck, tractor and marine use, printed in two colors and giving complete information on spark plug wire, battery cables, primary cable, lighting wire, terminals and spark plug wire sets with application information for spark plug wire sets and battery cables included and a fully illustrated section devoted to terminals and battery parts, has been announced by The Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O.

Want more info? Use coupon on page 122 and you will get it!

708—Chemical Patch

A tubeless tire and tube patch made of rubber, formulated to vulcanize automatically when combined with a chemical fluid brushed on the buffed area of the tire injury before application, has been announced by The Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, O.

In addition to permanent bonding of patch with tire by chemical vulcanization, each "Dilco" patch is said to be reinforced with over 1,500 inches of nylon filament woven into a square mesh fabric to prevent any danger of repair blow-through from road shocks and the internal tire air pressure against the patch.

Want more info? Use coupon on page 122 and you will get it!

709—Welding Outfit

An outfit said to contain everything necessary for cutting and welding operations (except the gases) has been announced by Alexander Milburn, Inc., Baltimore, Md.

The combination package includes a welding torch, cutting attachment,



oxygen regulator, acetylene regulator, 4 welding tips, 1 cutting tip, 12½' of "twin" hose, torch lighter, combination wrench, goggles and a set of "Wypo" tip cleaners. The cutting attachment weighs 10 ozs., less tip, and reportedly will cut metals up to 1" thick and is designed for quick, easy installation and rapid changeover from cutting to welding, the manufacturer said. The welding torch also weighs 10 ozs., less tip, and has a capacity up to ⅜".

Want more info? Use coupon on page 122 and you will get it!

710—Engine Tune-Up Kits

Small engine tune-up kits packaged in cartons of 20 kits and covering 95 engines equipped with float-type carburetors have been introduced by Precision Automotive Components Co., 7263 Lansdowne Ave., St. Louis 19, Mo.

Each kit contains all the parts necessary to repair a small engine carburetor plus an illustrated instruction sheet which describes precisely the complete tune-up procedure in terms the average mechanic can understand, the manufacturer said.

Want more info? Use coupon on page 122 and you will get it!

711—Power Wrench

A power wrench, weighing 7 lbs., which reportedly delivers 1,800 high-intensity impacts per minute and cannot be stalled or overloaded, and which has a specially designed centrifugal fan and ventilating system to provide cool operating temperature at all times, has been announced by The Black & Decker Mfg. Co., E. Joppa Rd., Towson 4, Md.

Motor power operation of the wrench is said to be identical in forward or reverse and it reaches its maximum torque in six seconds. Besides nut running and lag screwing, the tool reportedly will perform other operations with the aid of adaptors and accessories; drill bits from 3/16" to ½" in size can be driven, as well as hole saws, masonry bits and thread tapes. A right-angle head attachment is also available for close-quarter operations.



Want more info? Use coupon on page 122 and you will get it!

712—Heater Hose Assortment

A pre-curved car heater hose assortment of 22 pieces, designed to service 15 of the most popular passenger cars in which the straight heater hose is not practicable, has been announced by Thermoid Co., Whitehead Rd., Trenton 6, N. J.

The universal curved heater hose has a smooth pre-molded 90° bend in each hose which reportedly permits unrestricted flow of fluid. The neoprene inner tube resists deterioration, it was claimed. Reinforced by "Cordura," the hose has a 19/32" inside diameter for easy installation on all heater hose connections. Twelve metal connectors are supplied with each assortment, as well as an illustrated instruction sheet and application data for each car.

Want more info? Use coupon on page 122 and you will get it!

713—Radio Antenna

A radio replacement antenna reported to give up to 100% gain over a standard 54" antenna fully extended, enabling the motorist to enjoy outstanding fringe area reception, has been announced by Electrend Products Corp., Electronic Division, St. Joseph, Mich.

Chrome finished, the "Electenna" is 17" in length and can be installed on existing mount.

Want more info? Use coupon on page 122 and you will get it!

(More New Products on page 128)

Before you buy HEATERS for your FLEET



—find out about HaDees

there is an easy- to-install model for every need—or, HaDees will engineer units to your specifications and assure satisfactory performance.





they'll give you MORE heat



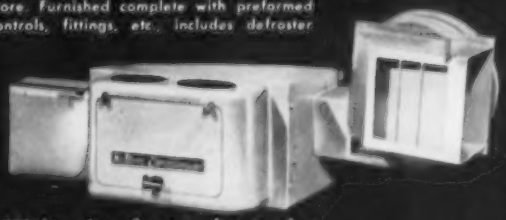
—and SAVE YOU MONEY, TOO.

For Example:

Conditionaire custom-built, available for 1956 Chevrolet, gives upwards of 25% greater volume than comparable heaters. Fresh air and defrosting action. Has heavy-duty HaDees heater core. Furnished complete with preformed hose, clamps, controls, fittings, etc., includes defroster assembly parts.

Model H-886

1956 Chevrolet



Write for facts about the

Hottest Heater Deal FOR FLEET OPERATORS

HaDees Heater Division of the Gabriel Company · Rockford, Ill.



1. It's this easy in 75.5% of all cars (flat head V-8's, straight 8's or sixes, overhead-valve sixes)

The real facts about spark plug installation . . .

Study proves 9 out of 10 cars have easy-to-reach plugs!

Sure—in some cars—spark plug installation is tough. But—in more than 9 out of every 10 cars in use—it's easy! That statement may surprise you, but a breakdown of car registrations by make and model shows that 91% of all cars registered are those with plugs that can easily be removed and installed. And since most cars with "hidden" plugs are new or almost-new models, it means that *more* than 91% of the older cars—your prime prospects for Champion Spark Plug installation—are jobs that can be done in a few minutes, with minimum labor and maximum profit.

This spring we brought out a new "Champion Service and Installation Manual," designed to help you earn top profits from *all* plug jobs. Step-by-step photos show the best possible way to handle spark plug installation on every type engine. If you don't have your copy of this valuable manual, fill out the coupon at right and send for it today. It can be a real help.

Sincerely,
Jim L

P.S.—Champions did it again! First 4 to finish in the Darlington 500-mile stock car classic—Ford, Chrysler, Ford, Chevy—were Champion equipped!



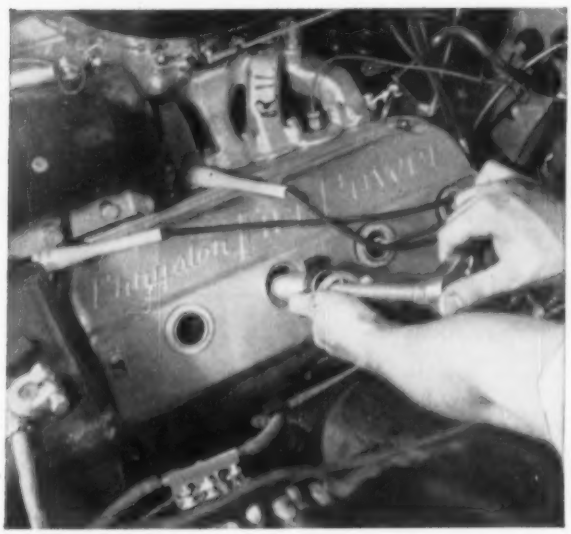
2. Only the cover plate must be removed in 8.0% of the cars requiring spark plug service. (Buick V-8's and straight 8's)



3. May have to move generator to reach one plug in 7.5%. Use of a special tool makes it easy. (Cadillac, Olds, Pontiac, Plymouth V-8's)



4. Tougher are 5.5% with plugs under manifolds. Socket extensions, universals simplify. (Ford, Chevy, Mercury, Lincoln, Hudson, Packard)



5. Overhead-valve V-8's in 2.8% have plugs "buried" in tubes. Socket extensions and know-how make this easier. Some need removal of heat ducts. (Chrysler, Dodge, DeSoto)



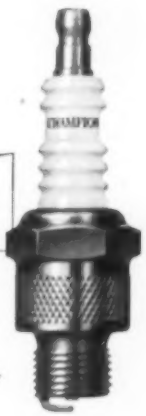
6. Battery positions may interfere in some of the newer overhead-valve V-8's. (0.7%) Socket extensions and/or universal joints speed and ease this job. (Studebaker)

Best for every engine

5-RIB

CHAMPION

SPARK PLUGS



CHAMPION SPARK PLUG COMPANY

TOLEDO 1, OHIO

CHAMPION SPARK PLUG COMPANY

DEPT. A-5 TOLEDO 1, OHIO

Gentlemen:

Please send me ..... copies of the new "CHAMPION SERVICE AND INSTALLATION MANUAL."

Name _____

Firm _____

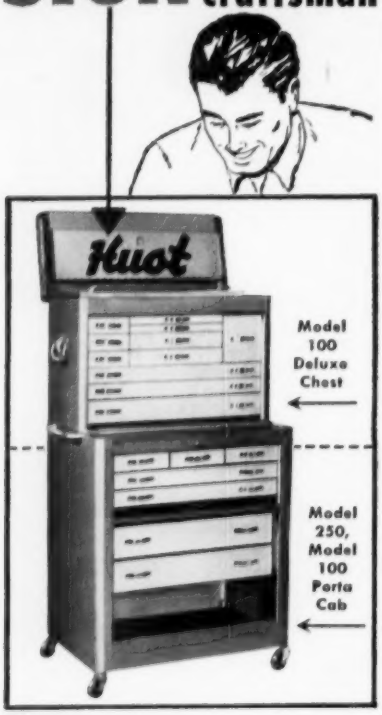
Address _____

City _____ Zone _____ State _____

Type of business (Oil Co. dealer, ignition shop, etc.)

_____

SIGN of a proud craftsman



Everywhere you look—you'll find quality Huot tool chests on the job. Automotive mechanics all over the country prefer Huot chests for sure protection of fine tools and to keep everyday tools handy.

The Model 100 deluxe chest has 11 free-sliding, non-spilling drawers—with 7 of them cork-lined for storing precision tools. 3 large drawers store bulky, heavy tools. A large drawer 4¾" x 11" x 6¼" easily handles any ¼" electric drill. The portable tote tray on the top shelf is ideal for small tools. Baked on finish in two tone blue and gray makes the chest grease and oil resistant. The chest locks completely with one twist of built-in lock.



3 drawers 1¾ x 4¾ x 11
2 drawers ⅞ x 11 x 11
2 drawers 1¾ x 11 x 11
1 drawer 6¼ x 4¾ x 11
2 drawers 1¾ x 23 x 11
1 drawer 2¾ x 23 x 11

The Model 250 is a complete rolling workbench. It can also be used as a portable base for the Model 100 shown above. Ruggedly built of heavy formed and welded steel, it has a single built in lock to secure the *Hyde-Way* front panel.

Drawers are free sliding . . . lower drawers are equipped with oversized rails to handle extra weight . . . 3 drawers have movable dividers . . . 3 top drawers are cork lined. Cabinet available with "Flying Saucer" or 4 inch casters for mobility over rough floors. *Drawer dimensions:*

Huot is pronounced "HEW-GO"

3 drawers 1¾ x 6⅛ x 16
2 drawers 1¾ x 21½ x 16
2 drawers 3¾ x 21½ x 16

Warehouse Stocks Carried in Dallas.

HUOT MANUFACTURING COMPANY
587 N. Wheeler Street, St. Paul 4, Minnesota

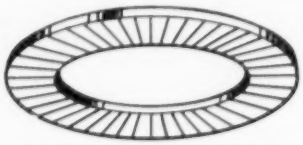
More New Products

(Continued from page 125)

714—Valve Spring Inserts

Valve spring inserts, requiring no gauges or measuring, supplied in two types — for use with springs in service and for use with new springs when doing a valve job — have been announced by Silver Seal Products Co., 1455 Fort St., Lincoln Park, Mich.

Use of type "A" inserts reportedly has been proven to correct the installed height as well as tension drop and bring installed spring within its minimum and maximum specified pressure limits. Type "B" inserts with a new valve spring also are said to bring installed assembly within the specified limits. The serrated "Non-slip" inserts, when properly installed, reportedly reduce the amount of heat transfer from the cylinder block or head to the valve spring and, therefore, retard the amount of torsion relax caused by the heat.



Want more info? Use coupon on page 122 and you will get it!

715—Hydraulic Fluid Filter

A combination reservoir and filter for hydraulic fluid to protect delicate valves in truck power steering mechanisms, available as original equipment or for fleets with no present protection, has been announced by Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N. J.

Measuring approximately 13 11/16" over-all and 4 15/16" in diameter, the reservoir filter reportedly may be mounted on any truck hydraulic steering mechanism with a pair of brackets included with each unit. The steel housing and cover contain a resin-impregnated convoluted cellulose filter element which removes all abrasives above 10-micron-size range from hydraulic fluid, the manufacturer said. A split washer between the cover and the holding nut acts as an air vent for the reservoir.

Want more info? Use coupon on page 122 and you will get it!

716—Auxiliary Brake System

An auxiliary emergency braking system for all vehicles with air brakes, which offers automatic axle and wheel protection for truck and trailer, has been announced by Keehn-O Mfg. Co., 1709 Cleveland Ave., Santa Rosa, Calif.

Using CO^2 as the pressure source for emergency braking, the system reportedly automatically severs air flow to brake diaphragm in event of failure of either diaphragm or flexible drop line; provides complete air severance from steering axle brakes in event of failure of either brake; offers selective short period metered parking protection, automatic breakaway protection for truck and selective full emergency braking, with braking pressure system independent of normal air supply.

Want more info? Use coupon on page 122 and you will get it!

717—Safe Speed Signal

A device which reportedly can be installed on any car through the speedometer cable connection, with a control unit which clamps on the dashboard to provide a safe speed signal, has been announced by All-American Sales Co., Leonia, N. J.

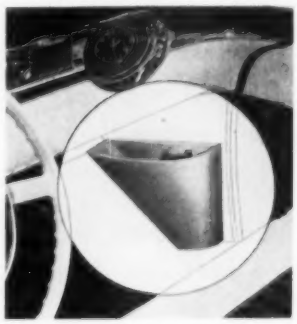
A single electrical connection to the ammeter activates the unit for use. The control is preset for any desired speed and when speed is exceeded a buzzer sounds to warn the driver. Adjustable to varying speed limits, the device reportedly affords constant protection against traffic violations, etc., for night driving or driving in rain or heavy, congested areas by enabling driver to keep his eyes on the road.

Want more info? Use coupon on page 122 and you will get it!

718—Wastebasket

A wastebasket designed to mount under the dash or on any flat surface for disposal of trash, as well as providing convenient storage for various items while traveling, has been announced by Michigan Modern Engineering Co., Lansing, Mich.

Constructed of fibreboard material with lacquered finish, which resists abrasion and can be wiped clean with a damp cloth, the "Travel-Basket" is available in six colors to match or harmonize with interiors. Clip-on mountings are supplied with the basket, permitting easy removal for emptying or for carrying small items.



Want more info? Use coupon on page 122 and you will get it!

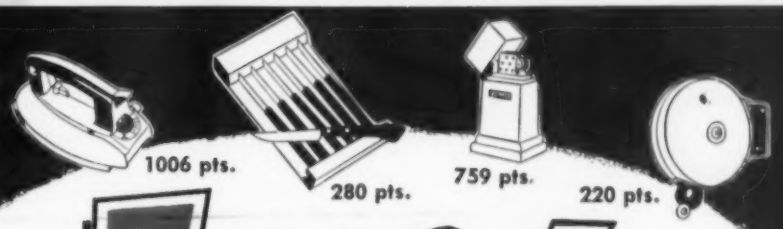
719—Radio Booster

An electronic device which can be installed by the purchaser on his present antenna to increase car radio reception has been introduced by Electrend Products Corp., Electronic Division, St. Joseph, Mich.

The "Coiltenna" reportedly eliminates dead spots, brings in weak or distant broadcasts and makes it possible for user to get additional stations at practically the same level as local signals. It is available to fit all cars.

Want more info? Use coupon on page 122 and you will get it!

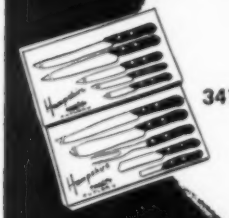
Here Are The Premiums Showing Required Points

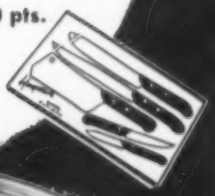


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Cory DeLuxe Fully Automatic Electric Coffee Maker $50.00 VALUE — You Pay Nothing! Only 3190 points in Rust Master Coupons. They grow fast!





Rust Master makes it EASY!

Fast-Selling Rust Master products fatten your bankroll the easy way.
NOW you can have top-grade FREE premiums as well! Here's how:
Each carton of Rust Master products you order contains a coupon worth a given number of points per product. Just save your coupons until you have enough for the premium you want, then send them in, with order form.
Complete, clear instructions appear on every coupon and in premium catalog sheet.

watch for valuable Rust Master coupon in every carton of Rust Master products.

SAVE YOUR COUPONS AND TAKE YOUR PICK OF ANY OR ALL OF THESE FAMOUS NAME PRODUCTS:

Proctor Automatic Toaster	1182 pts.
Colonel Carving Set with Serving Board	1347 pts.
Casco Steam Iron	1006 pts.
Colonel Carving Set	940 pts.
Zippo Table Lighter	759 pts.
Goodell Cutlery Set	341 pts.
Goodell Steak Knife Set	280 pts.
Cordomatic Clothesline Reel	220 pts.
Goodell Cleaver Set	170 pts.

Get started now! Order your Rust Master Products and collect coupons along with your profits. You'll have your choice premium in no time!

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PRODUCTS WORK WHILE YOU RIDE!
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NO MUSS
NO FUSS
JUST POUR
NO MORE

RUST MASTER POINTS PILE UP FAST . . . BECAUSE RUST MASTER SELLS FAST!

HERE IS THE COUPON PRODUCT POINT SYSTEM

1 CARB MASTER coupon	125 pts.
1 RUST MASTER coupon	100 pts.
1 SLUDG-MASTER coupon	85 pts.
1 CARB MASTER (8 oz.) coupon	79 pts.
1 LEAK MASTER coupon	75 pts.

Note: This offer void in any state where prohibited or otherwise restricted. Purchase or sale of this certificate prohibited. Certificates are non-transferable, and will be honored only on presentation by authorized retailers, acting as our agents, according to the terms of this offer, and only on submission of proof of purchase of merchandise under this offer from an authorized distributor.

GET IT FROM YOUR JOBBER

Ask your Friend HIRSIG In the South

EDWARDS DENNIS

720—Bumper Jack

A bumper jack featuring a ratchet and cable design reported to give a direct powerful lift from near ground level to 28" has been introduced by Vulcan Mfg. Co., Third & Wilson Sts., Winona, Minn.

The steel bumper hook on the flexible cable is said to be easily attached to any bumper. With heavy steel legs, the jack handles the latest cars without interfering with body, bumper guards, taillights or fender guards, the manufacturer said. The handle can't strike the car. Weight is 17½ lbs. and capacity is 1½ tons.

Want more info? Use coupon on page 122 and you will get it!

721—Radiator Filter

A radiator filter reported to prevent rust from forming on the block, thus adding life to engines and affording better heat transfer between cylinders and cooling water, has been announced by Product Promotion Corp., 148 South Robertson Boulevard, Beverly Hills, Calif.

Said to work equally well with anti-freeze, the "Radion Magic Filter" is made of natural metals, fused together and held in constant bond through an insulated grounding principle. According to the company, it is a self-generating "battery" sending forth a minute current of ions which ionize the water and continuously ionize the block, preventing rust scales and encrustations. Constant use reportedly keeps entire cooling system rust-free permanently.

Want more info? Use coupon on page 122 and you will get it!

722—Feather-Edger

A portable electric feather-edger said to perform perfectly all feather-edge sanding and "scuffing" jobs on practically any type of material, with a minimum of skill from the operator, has been announced by The Black & Decker Mfg. Co., E. Joppa Rd., Towson 4, Md.

Said to be ideal for all types of body and fender repaint work, the



feather-edger reportedly blends surfaces so finely that the exact point where one leaves off and another begins is difficult to determine. Scuffing operations in preparation for repainting can be completed in minutes, it was claimed. Inexpensive paper-backed discs can be changed with a patented bayonet-type twist lock which automatically adjusts for the correct tension. Weighing 6⅝ lbs., the unit is said to have perfect feather-edging speed.

Want more info? Use coupon on page 122 and you will get it!

723—Masking Tapes

Improved masking tapes which reportedly speed masking and reduce cleanup time have been announced by Minnesota Mining and Mfg. Co., 900 Fauquier St., St. Paul 6, Minn.

The tapes, improved versions of "Scotch" brand Nos. 202, 232, 216 and 236, feature easier unwind, instant adhesion and a tighter grip on the surface to be protected — even under varying temperature and humidity conditions, according to the manufacturer.

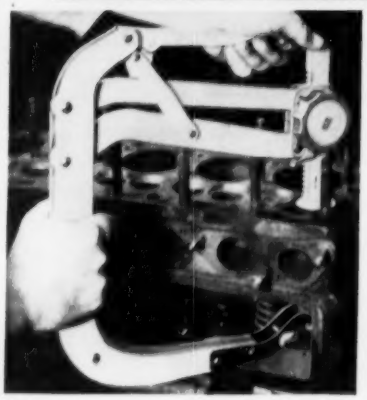
Want more info? Use coupon on page 122 and you will get it!

724—Wiring Catalog

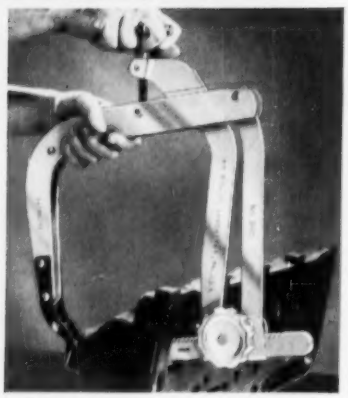
All wiring requirements of 12-volt electrical systems plus lighter-gauge plastic wire in sizes #18 and #20 for accessory requirements will be included in a catalog available from Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.

Want more info? Use coupon on page 122 and you will get it!

K-D Valve TOOLS for every Job



380 Compressor. Great favorite for valve-in-head or L-head engines—old, new, passenger, truck and bus.

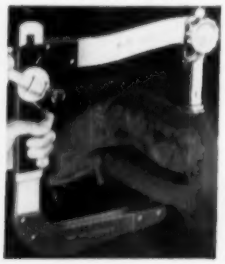


382 Compressor. For working in close quarters. Best all around tool for 1956 Chrysler-built V-8's.

383 Compressor. Faster on most of today's valve-in-heads.



325 Compressor. Heavy duty for BIG truck, bus, tractors.



377 Set. For all basic models Briggs & Stratton engines. Also Clintons.



375 Compressor, 376 Inserter.



930 Compressor. for Ford-built V-8 engines 1949-53.

935 Compressor. Used with No. 930 to remove valve springs 1949-50 Ford-built.



FREE LITERATURE

- 32 page Catalog. 150 Tools described, illustrated.
- Bulletin 26-C. Complete instructions on servicing valves all 1956 Chrysler-built

K-D TOOLS • K-D Manufacturing Co., Lancaster, Pa.

K-D Tools are designed by working mechanics and shop men to make everyday, hard jobs easier. At your Jobber's.

After weighing the evidence, police declare airtight case for DODGE!

California Highway Patrol orders 200 DODGE D-500's after competitive "showdown" tests!

You can't find more critical appraisers of an automobile's merits than the men who patrol the nation's highways. So when the California Highway Patrol was ready to order 200 new pursuit cars, they invited five auto manufacturers to a series of "showdown" tests.

Only three, including Dodge, accepted this challenge to compete in tests for acceleration, stopping power, brake fade and general roadability. The pictures (taken by Universal International Newsreel for showing to millions in theatres across the country) and the chart tell the story:

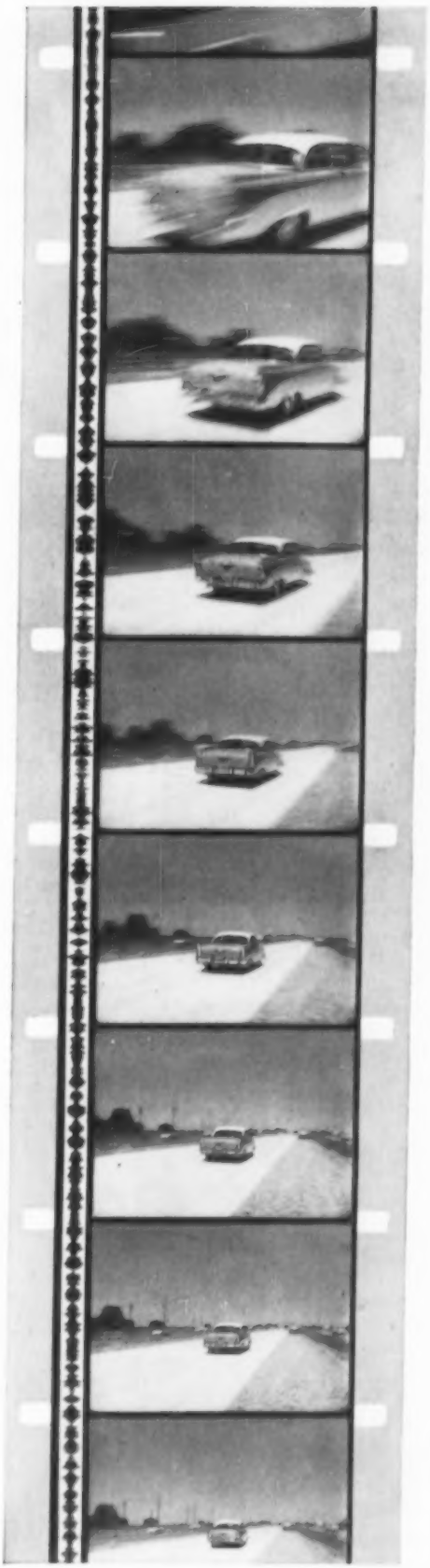
Dodge outperformed the other entries in every department!

On the basis of this superior showing, the California Highway Patrol ordered 200 D-500's, and now have a total of 598 Dodge cars in service.

Dodge is also the choice of 13 other state highway patrols . . . plus many individual counties and municipalities . . . eloquent proof of its outstanding performance.

CAR "O"	CAR "P"	DODGE
Speed attained in 3 test runs of ¼-mile from standing start (75-M.P.H. necessary to qualify)		
74, 75 and **75** M.P.H.	**76, 77** and **77** M.P.H.	**81, 81** and **81½** M.P.H.
Speed attained in 3 test runs of ¼-mile from 50-M.P.H. start (80-M.P.H. necessary to qualify)		
80, 81 and **80** M.P.H.	**82, 83** and **82** M.P.H.	**86, 84** and **87** M.P.H.
Speed attained in 3 test runs of 1-mile from standing start (100-M.P.H. necessary to qualify)		
96, 98 and **98** M.P.H.	**99, 101** and **102** M.P.H.	**99, 107** and **108** M.P.H.
Maximum stopping distance from 60-M.P.H. speed		
215 Feet	**240** Feet	**155** Feet

This great Dodge tops 'em all for fast get-away!





Yes, Southland Batteries are custom built for hot weather abuse, yet they meet all standards for cold weather use... scientifically developed for maximum power in *your* part of the country.

Southland will give satisfied service to your customers... and more than satisfactory profits to you.

Southland Battery Company
2040 Amelia
Dallas, Texas



Southland BATTERIES

Manufactured by the South's Largest Independent Battery Manufacturer — Established 1933

725—Hydraulic Press

A hydraulic press said to be designed especially for automotive repair work, from dismantling or assembling starters and generators, to straightening shafts, has been announced by Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

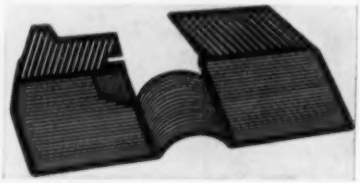
Rated at 10 tons, the press reportedly does a full job at half the cost of bigger equipment. Sides and bed are open to accommodate long shafts and the hydraulic unit is movable from side to side.

Want more info? Use coupon on page 122 and you will get it!

726—Floor Mat

A one-piece, front-compartment floor mat, said to combine "custom-fit" and shape of twin-type mats on the floorboard and toeboard with over-the-hump coverage, has been introduced by Doan Mfg. Corp., 1761 London Rd., Cleveland 12, O.

The "De Luxe Floor Pride" reportedly gives full door-to-door, non-slip



protection to car mats, new and old, and is engineered to fit every make and model car. Individually packaged, the mats are available in interior-matching colors of mandarin red, sky blue, emerald green, alpine white and ebony black.

Want more info? Use coupon on page 122 and you will get it!

727—Wire, Cable Catalog

A catalog containing revised up-to-date listings of wire and cable requirements for all cars through 1956, including a complete new line of battery cables and ground straps to take care of replacement requirements for 12-volt electrical systems, plus #18 and #20 gauge plastic primary wire to service 12-volt accessory requirements, and #10 and #8 for marine and truck use, has been published by Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.

Want more info? Use coupon on page 122 and you will get it!

728—Air-Dry Enamel

An air-dry enamel, which reportedly dries faster than any previously known enamel to a brilliant original luster requiring no rubbing or polishing, has been announced by Acme Quality Paints, Inc., Detroit 11.

Two coats of the enamel, said to combine the desirable qualities of lacquer and synthetic enamel, can be applied in just under 30 minutes. Drying time about 20 minutes. Dust pick-up is negligible. It is sprayed at lower air pressure than with conventional enamel — 40 to 50 pounds. Lacquer undercoats can be used, flow-out is good and product does not "skin over" after partial usage.

Want more info? Use coupon on page 122 and you will get it!

729—Wheel Alignment Set

A wheel alignment tool set and display stand, which reportedly enables any mechanic to do front-end alignment work on cars and light trucks on any level area in the shop, has been announced by Snap-on Tools Corp., Kenosha, Wis.

Alignment work done with the magnetic gauges included with the



set is said to be extremely accurate, as the gauges are held in position on the only machined surfaces of the wheels. Complete, easy-to-follow illustrated instruction booklet is included in the set.

Want more info? Use coupon on page 122 and you will get it!

730—Tripod Jack

A tripod jack featuring simplicity of line and sturdy construction with a flexible bumper hook with low pickup that reportedly reaches well under any bumper and lifts 25" with a rated capacity of 2,500 lbs., has been introduced by Vulcan Mfg. Co., Third & Wilson Sts., Winona, Minn.

Want more info? Use coupon on page 122 and you will get it!

731—Valve Spring Shim Chart

A 17" x 22" diagrammatic wall chart in two colors featuring a giant cut-away illustration of a valve in action, with arrows pinpointing five areas where correct number and size shims can be installed to equalize wear, has been announced by Houser Engineering & Mfg., Inc., Bluffton, Ind.

Want more info? Use coupon on page 122 and you will get it!



LEV-L-LITE or TRULITE

HEADLAMP AIMER and 8 G-E *All-Weather* HEADLAMPS for only $28.95*

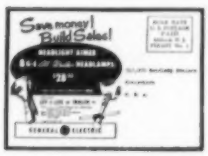
(with Aim-right Gizmoes)

*Suggested Dealer Net



4 Big reasons why YOU should get in on General Electric's Aim-Right Headlamp Deal

1. You sell more headlamps
2. You make more money
3. You establish yourself in the profitable aiming business
4. You build continuing sales because the aimer is yours!



"Plan On Profit"

This is a hard-hitting sales plan that shows how to set up a bargain trade-in offer that's a sure-fire money-maker. How to keep your new aimer busy year 'round. How to sell "side and rear" lamps. How to cash in on G-E's advertising support. This plan was mailed to you on September 15—so put it to work for profits!



"Cheyenne" Rides for General Electric

Starting Sept. 25, and at 7:30 EST each following Tuesday evening, an estimated 27 million people will see the new G-E television show, "Cheyenne" . . . now in 3rd place among all 1-hour TV dramas. It will be carried by 117 ABC-TV network stations. "Cheyenne" will be seen by your customers and they'll be presold on G-E *All-Weather* Headlamps.



G-E Advertising Builds Brand Preference

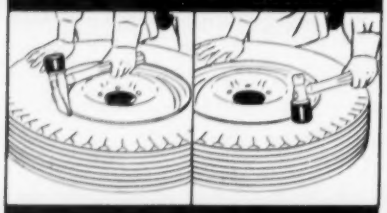
G-E's national magazine advertising will appear in Saturday Evening Post, Collier's, Look, and other leading publications. Millions of people will see the G-E *All-Weather* Headlamp advertisements — and many will buy them if the headlamps are prominently displayed.

Don't delay! Ask your wholesaler salesman about the G-E AIM-RIGHT HEADLAMP DEAL today sure!
Offer expires November 30, 1956!

GENERAL ELECTRIC

Change Tires
the Fast, Easy way

KEN quality job-designed HAMMERS
PASSENGER CARS and LIGHT TRUCKS



PATENTED
T-11R
Dual steel-rubber, with replaceable rubber head. Designed to drive between tire and rim. Wt.: 2¾ lbs.

T-11
Standard for all-around tire work. Long tapered end for driving between tire and rim. Wt.: 4½ lbs.

T-33R
Two-way combination steel and rubber mounting hammer. Also ideal for body and fender work. Wt.: 2¾ lbs.

Double-duty, steel and rubber. Replaceable rubber heads. Won't mar rim or tire. Wt.: 2¾ lbs.
T-31

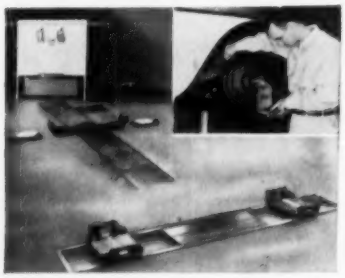
SEE YOUR JOBBER
SAVE LABOR, TIME AND MONEY. INSIST ON KEN TOOLS. Finest Quality and Design. Largest Exclusive Mfgrs. of Tire Changing Tools and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO

732—Wheel Alignment Outfit

A wheel alignment outfit said to eliminate the need for rack- or pit-type equipment, which can also be used for lubrication and mechanical services on passenger cars and light trucks, has been announced by Weaver Mfg. Co., 2166 S. Ninth St., Springfield, Ill.

It consists of an "EC-102" twin-post lift, two 3-way alignment gauges,

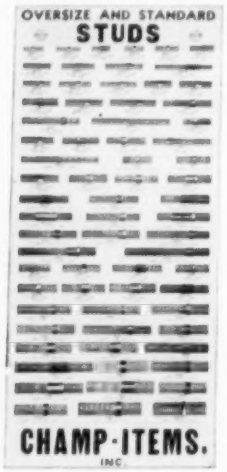


toe gauge, pair of turning radius gauges, portable wheel alignment tester, pair of adjustable wheel chocks and display board (peg board type). The equipment reportedly can be used for instant camber reading; fast reading for kingpin inclination, caster and turning radius; fast and accurate direct "toe" reading; fast and accurate caster and camber correction, and to correct "toe".

Want more info? Use coupon on page 122 and you will get it!

733—Wall Chart

A wall chart on studs for wheels and general purposes, illustrating actual size of all popular studs, with size specifications printed below each one, is available free to shops and



fleet maintenance departments upon request on letter- or billhead from Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

Want more info? Use coupon on page 122 and you will get it!

734—Upholstery Cleaner

A liquid concentrate, said to be an effective cleaner for water-soluble stains (sugar, soft drinks, etc.), greases and mixtures of both, has been introduced by Tanner Products Corp., 3933 South Broadway, Los Angeles 37, Calif.

An emulsion of dry-cleaning solvents, "Fabric Kleen" reportedly keeps upholstery and rugs clean, returns colors and helps protect fabrics from resoiling.

Want more info? Use coupon on page 122 and you will get it!

735—Signal Light Chart

A multi-color 17" x 22" wall chart containing large, detailed photographs of three lines of heavy-duty directional signal lights, two lines of combination directional signal and



stop and taillights and five directional switches for six- and 12-volt systems, is available free from Auto Lamp Mfg. Co., 2909 S. Indiana Ave., Chicago 16, Ill.

Want more info? Use coupon on page 122 and you will get it!

736—Carburetor Air Filter

A carburetor air filter designed to provide more efficient filtering and yet fit under today's low hoods, which will be original equipment on at least 18 of the 1957 cars, trucks and engines, has been announced by Fram Corp., 55 Pawtucket Ave., Providence 16, R. I.

Included among users of the replaceable cartridge are such automobiles as Ford, Mercury, Lincoln, Con-



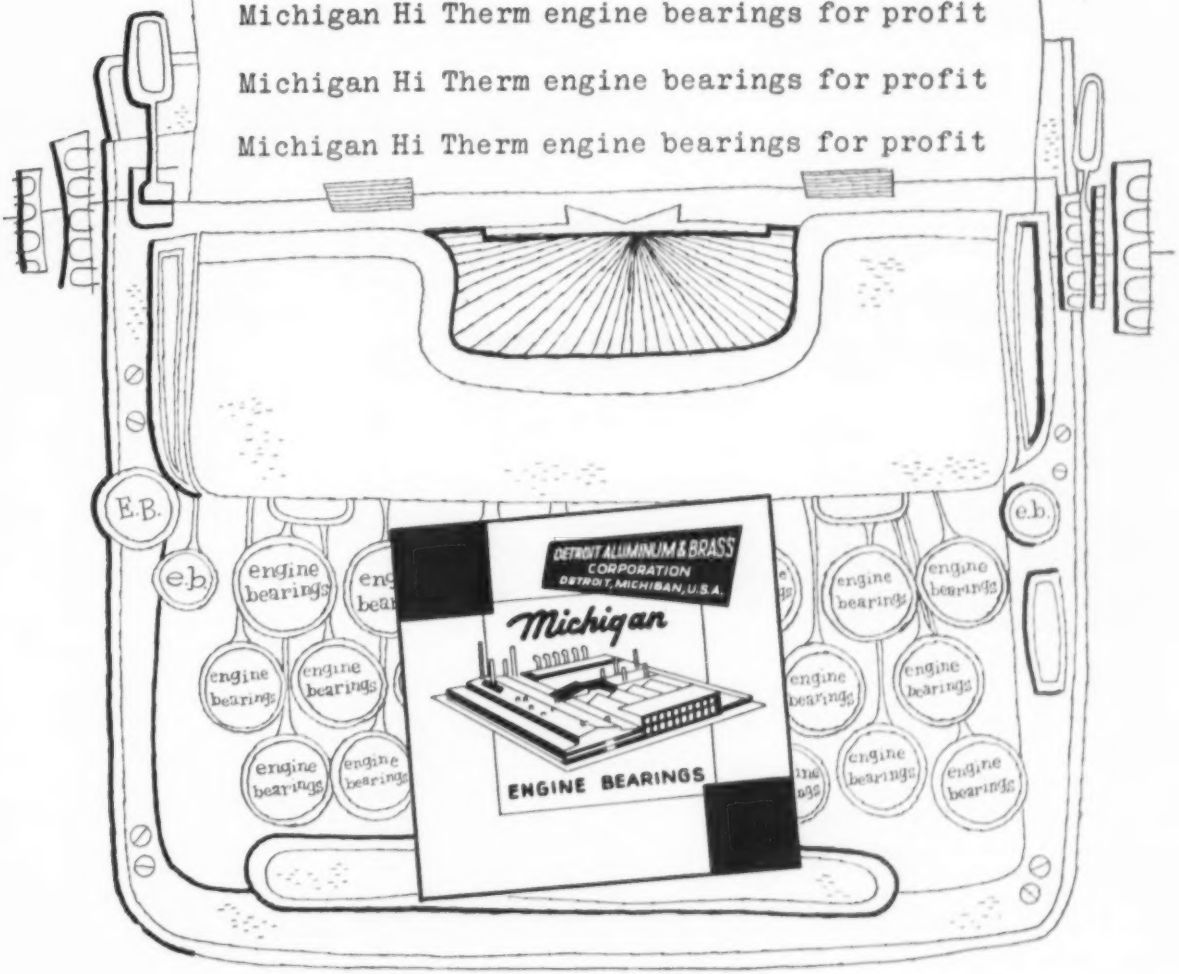
tinental, Thunderbird, Studebaker and Hudson. Truck and engine users include American LaFrance, Autocar, Clark, Cummins, Diamond T, Divco, General Supply, Harley Davidson, Lycoming, Reo and Sheppard, according to the manufacturer.

Want more info? Use coupon on page 122 and you will get it!



PUSH the Profit Key!

Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit



In your sale of engine bearings for replacement, there's only one key to profit—MICHIGAN HI THERM. Make us prove it.

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

737—Bead Expander

A pneumatic bead expander instantly adjustable to any tire size from 8.20 - 15 through 12 - 24.5 which one man can operate with mounted tire on the floor, a tire machine or on a vehicle, has been announced by Bishman Mfg. Co., Osseo, Minn.

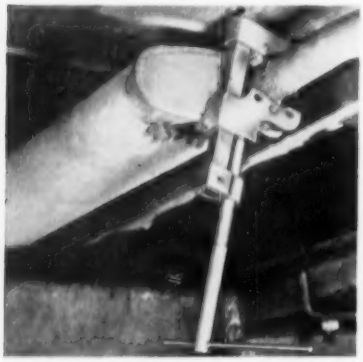
The expander consists of a high-grade rubber tube, reinforced on the outside by longitudinal cords to provide maximum inward expansion and equipped with a nylon strap and airplane-type safety buckle, the manufacturer said. A combination valve that opens and closes reportedly makes inflating and deflating fast and easy. Full circle compression is said to be powerful enough to seat the beads of the stiffest tire quickly.

Want more info? Use coupon on page 122 and you will get it!

738—Muffler Tool

A muffler tool, designed to eliminate difficulties encountered in the replacement of either welded or clamp-type mufflers and tailpipes, has been introduced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.

The tool is provided with a set of four cutting wheels interchangeable



with a set of three expander rollers. The wheels are used when cutting the muffler from the exhaust pipe and tailpipe by swinging the tool back and forth a few times until cut free. The expander rollers placed around the hub of the muffler replace the cutting wheels for loosening and separating frozen joints on clamp-type mufflers. Pressure applied to rollers with tee handle and tool swung back and forth will free hub, and muffler may be slipped off exhaust pipe or tailpipe.

Want more info? Use coupon on page 122 and you will get it!

739—Wheel Aligner

Wheel aligner equipment, with which a complete alignment check reportedly can be made in five minutes, including caster, camber, turning radius, kingpin inclination, wheel track, toe and center steering, has been announced by Hunter Engineering Co., Hunter Ave. and Ladue Rd., St. Louis 24, Mo.

The "Lite-A-Line" wheel aligner employs six light beams.

A feature of "Hunter" projector is the runout compensator said to compensate readily for any discrepancy in the wheel assembly. Offered in 12 different groups—for use on the floor, with a rack, frame-lift, drive-on lift or a pit, the "Hunter" reportedly requires only two turns of the front wheels for all readings.

Want more info? Use coupon on page 122 and you will get it!

740—Sidewalls

Transferable sidewalls to fit both tube and tubeless tires, requiring no cementing, have been introduced by Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Ala.

Made of "Quakerlite," the sidewalls are reportedly tougher than rubber. They resist curb scuffing, retain their color and may be cleaned with a damp cloth, the manufacturer said. Said to be easily installed, they are available in snow white, pastel pink, pastel blue and pastel green.

Want more info? Use coupon on page 122 and you will get it!

741—Muffler Chart

A wall chart containing both illustrations and point-by-point instructions to cut muffler and pipe installing time, with tips for specific hard-to-do installations on the reverse side, is offered by Merit Mufflers, 619 Smith St., Toledo, O.

Want more info? Use coupon on page 122 and you will get it!

You'll turn out Better Brake work.. with WORLD BESTOS

COMPLETE LINE of Brake Lining Sets for EVERY type of vehicle

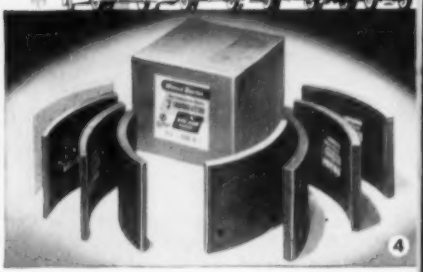








...engineered for safety, long mileage and complete customer satisfaction!



742—Car Rugs

Two-piece rubber car rugs for the front seat and one-piece utility rugs for the rear section, available in eight decorator colors—holiday red, holiday green, holiday blue, desert tan, silver gray, turquoise, white and holiday black, have been introduced by The Dayton Rubber Co., 2342 W. Riverview Ave., Dayton, O.

Want more info? Use coupon on page 122 and you will get it!

743—Tar Remover

A product designed to remove tar and road oil quickly has been announced by Las-Stik Mfg. Co., "B" & Wayne Sts., Hamilton, O.

It reportedly embodies an ingredient that absorbs the oily residue or film left by other tar removers. The added ingredient, which accounts for approixmately 60% of the volume, is normally in suspension, but with a slight shake of the can it goes into solution. Available in a 16-oz. can, packed one dozen cans to a case, it is also put up in one-gallon cans, six cans to a case, for garage and service station use.

Want more info? Use coupon on page 122 and you will get it!

744—Tire Repair Kit

A "do-it-yourself" kit containing everything needed to make vulcanized repairs, without heat, on tires, tubes



and tubeless tires has been announced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

The kit comprises five "Jet" patches, a tube of cement and a small metal buffer.

Want more info? Use coupon on page 122 and you will get it!

745—Truck Wiring Manual

A 21-page comprehensive automotive electric wiring manual for truck and bus fleet owners, containing many illustrations, diagrams and photographs and covering such subjects as "how to select proper size cable," "quick wiring checks-ignition circuit," and "quick wiring checks-lighting circuit" is available from United Motors Service, General Motors Bldg., Detroit 2, Mich.

Want more info? Use coupon on page 122 and you will get it!

746—Paint Mixer

A paint mixing device that reportedly can produce more than 5,000 colors faster and more accurately than any previous means, with an inventory of only a few basic colors in either lacquer or enamel, has been announced by Acme Quality Paints, Inc., 8250 St. Aubin, Detroit 11, Mich.

Measuring 17" from base to top of measuring rod, the "Color Eye" weighs 22 lbs. and can be moved from one part of the shop to another.

Want more info? Use coupon on page 122 and you will get it!



.Bring in Bigger Volume & Profits

1. PASSENGER CARS AND LIGHT TRUCKS . . . requiring either dry-mix or wireback lining. World Bestos gives you *both!* Finest quality "PF" Prescribed Friction (engineered dry-mix sets) and "GL" (wireback sets) assure *complete coverage* and *safe stopping power* for modern high horsepower vehicles.

2. LIGHT AND MEDIUM TRUCKS, BUSES . . . including delivery fleets, service fleets and transit fleets. World Bestos "PFT" (Prescribed Friction Truck) Sets are specially engineered for *high stopping power* and *extra long life* in hard-driving, multi-stop service. Only World Bestos gives you this *special, high-profit coverage* of light and medium vehicles.

3. HEAVY DUTY TRUCKS, TRAILERS, BUSES . . . the big-money field! World Bestos brake blocks give you 5 heavy duty frictions in engineered sets and custom combinations to help you build a bigger volume of heavy duty business.

4. WORLD BESTOS **RED BLOCK** . . . with the NO-FADE GUARANTEE (heat or water) is a *premium grade, premium profit* combination for heavy equipment in severe service. RED BLOCK is your key to bigger sales in the richest of all brake lining markets!



Call your World Bestos Distributor

for full information on World Bestos Brake Lining—the complete line that profits you *most*, because it serves your customers *best!*

World Bestos gives you MORE STOPPING POWER

WORLD BESTOS NEW CASTLE, INDIANA

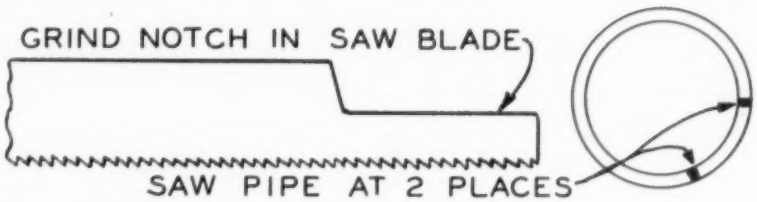


TIME SAVERS

Repairing Oil Lines On Chevrolets

SOMETIMES customers come in with oil lines to valves stopped on Chevrolet cars and trucks where it is impossible to get a line open. I have found an easy way to repair this by removing oil pressure gauge line and teeing in on oil line with a new line.

Follow gas line around front of motor then back to center of motor where a ⅜" plug will be found in the head. Remove plug screw in elbow-type fittings and connect new oil line, which will supply plenty of oil to valves.—*Baxter W. Bennett, City of Rock Hill Garage Department, Rock Hill, South Carolina.*



Removing Hose Connection From Cylinder Heads

I HAVE found an easy way to remove broken heater hose connections from cylinder heads.

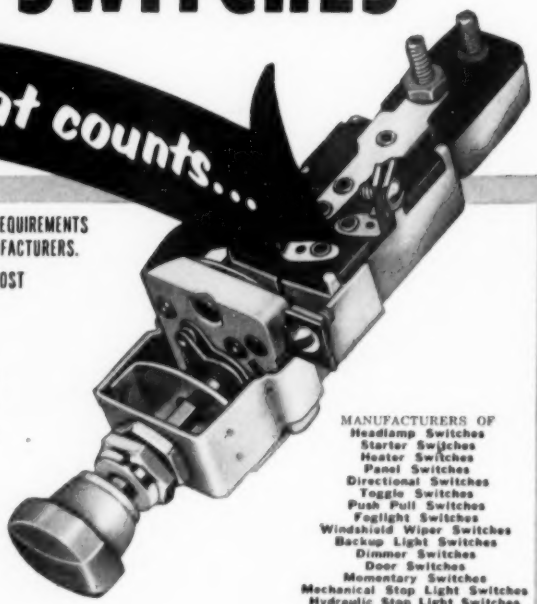
First, grind a hacksaw blade so that it will enter the pipe. Then saw the broken pipe down to the threads in two places and knock out that portion. It is then easy to remove the remaining part.—*Walter S. Powell, Service Department, Magic City Motor Corporation (Ford), 404 W. Salem Avenue, Roanoke 5, Virginia.*

Protecting Weatherstrip On Ford Ranch Wagons

DAMAGE to the tailgate top weatherstrip on Ford Ranch Wagons may be eliminated by shimming the bottom hinge to pro-

COLE-HERSEE SWITCHES

It's what's Inside that counts...



GUARANTEED FOR QUALITY AND RUGGEDNESS.

ENGINEERED FOR PERFORMANCE AND DEPENDABILITY.

MEETS THE SPECIFIC REQUIREMENTS OF LEADING CAR MANUFACTURERS.

BUILT IN AMERICA'S MOST MODERN FACTORY.

Here's the inside story of Cole-Hersee superiority . . .

Each Cole-Hersee unit is engineered to more than meet the electrical load it is designed to carry. Long life and excellent performance are guaranteed. If it is a 6-, 12-, 24-, or 32-volt switch that you require, Cole-Hersee has a unit specifically designed for that current.

Do not use a unit unsuited to present day current characteristics. All Cole-Hersee switches are individually tested prior to shipment. You can count on Cole-Hersee when you want the best.

Specify and insist upon receiving quality Cole-Hersee products from your jobbing source.

MANUFACTURERS OF
Headlamp Switches
Starter Switches
Heater Switches
Panel Switches
Directional Switches
Toggle Switches
Push Pull Switches
Foglight Switches
Windshield Wiper Switches
Backup Light Switches
Dimmer Switches
Door Switches
Momentary Switches
Mechanical Stop Light Switches
Hydraulic Stop Light Switches
Neutral Safety Switches
Ignition Lock Switches
Rheostat Switches
Master Disconnect Switches
Plus: Plugs, Sockets, Fuse & Terminal Blocks, etc.

Send for Our D-200 Catalog

COLE-HERSEE
Over 40 Years of Consistently Better Products
20 OLD COLONY AVENUE, BOSTON 27, MASS.

GOT A GOOD $7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

vide clearance between the tailgate and top gate.

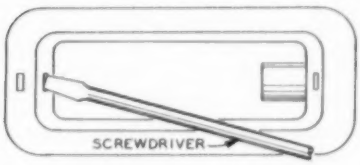
To do this, loosen the hinges on the tailgate where they are mounted to the body. Shim the back edge of the hinge with shims which are used on front suspension of Ford cars. Usually one thin shim is enough to drop the gate sufficiently to give the lock clearance so it will not drag on the weatherstrip as the gate is closed.

Readjustment of the guides on each side of the tailgate may be necessary. — *Walter S. Powell, Service Department, Magic City Motor Corporation (Ford), 404 W. Salem Avenue, Roanoke, Virginia.*

Correcting Loose Lenses On Dodge Hardtops

THE following modification can be made to correct a loose courtesy lamp lens on Dodge two-door hardtops without extra parts or replacing the lens with a new one:

Insert a screwdriver in the retaining slot of the bezel and exert a slight pressure upward. This will



bring the outer edge of the retaining slot down and allow a better fit in the retaining lip of the lens. Rework both ends on the bezel and replace lens with the recessed lip at the bulb end so that it will fit the contour of the bezel. — *Gene Elliott, Parts Manager, Hickory Motor Sales, Inc. (Dodge-Plymouth), 345 First Avenue, S. W., Hickory, North Carolina.*

Reinforcing the Loop In Bowden Cables

WHERE Bowden cables are used to control a number of devices, such as vents, defrosters and air conditioners, they sometimes give trouble by unwinding at the coiled end which fits on the operating lever.

An easy remedy for this may be obtained by stiffening the coiled loop with solder. The solder adheres readily to the steel coils and prevents any further unwinding.— *R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.*

To Open Chevrolet Doors With Key Locked Inside

HERE is a short cut for opening Chevrolet doors when the key is locked inside and you have no extra one:

Instead of breaking a glass or hunting for a set of master keys, raise the hood and remove the plate fastened with eight screws on the left side of the cowl. This pro-

Manufacturer's Representative and Warehouse Distributor in the Southwest



EMEROIL PRODUCTS

Marvel Mystery Oil, Marvel Inverse Oilers and Marvel Hi-Rev.

Manufacturer's representative for all of Texas.



GABRIEL COMPANY

Complete line of standard and heavy-duty shock absorbers for passenger cars, trucks, and buses; automobile thermostats; car, truck, and bus heaters.



MARVEL-SCHEBLER

Industrial gasoline and LPG.

Warehouse distributor for Louisiana and Texas.

H. H. WHELAN COMPANY

2616 Ross Avenue Dallas 1, Texas

cedure, which will work on late '49 to '53 Chevrolets, allows you to reach inside for the keys.—*Arden Grubb, Britton Ford Sales, Louisa, Kentucky.*

Replacing Spark Plugs On Internationals

To SAVE time when removing and replacing spark plugs on International trucks with gasoline-type engines, use a ⅜" rubber hose on the porcelain end of the plug to hold easily, since the head is countersunk. This makes an extension for all plugs and can be started easily. — *Bill Bobo, Wilson Motor Service, 5908 Cache Road, Lawton, Oklahoma.*

To Find Leaks in Block, Cylinder Head Gasket

HERE are some simple methods of determining a cylinder head gasket leak, cracked cylinder head, or motor block leak:

1.—Have the engine running at idle speed with the radiator full of water. If the top radiator hose is the soft type, press it almost together and if the motor has a compression leak, you will feel something like marbles running through the top hose.

2.—If the hose is the hard type, remove radiator pressure cap and fill radiator with water and replace with a non-pressure cap. Attach one end of three feet of wiper hose to the radiator overflow pipe and place the other end in a bottle full of water. A compression leak is present if bubbles continue to form in bottle as motor is idling.

3.—If, after using the two methods described above, you find no compression leak, then remove the oil dipstick and clean thoroughly to remove all condensation. Replace dipstick in motor to obtain fresh oil and then hold a lighted match to it. If the oil pops, there is water in it.—*E. A. Howell, Jr., 5943 Beach Boulevard, Jacksonville 11, Florida.*

When Replacing a Clutch, Use This Little Trick

WHEN replacing a clutch, we used a little trick which proved helpful when the transmission would not come out, and couldn't be pried and only the gear box came out about an inch and no further.

We obtained a piece of "Redi-bolt" (a threaded rod) at a nearby hardware store and cut off four 6" lengths. These we screwed into the bell housing with a nut and flat washer on each one between the transmission and the bell housing.

Then, by backing off each of the nuts evenly, the transmission was pushed back. Upon removing it we found the ball-type pilot bearing had broken and the balls had burred the spline ends on the main driving gear. This held it in. — *George's Garage, 70 Woodfin Avenue, Asheville, North Carolina.*

National Car Rental Names Hillard of Fort Worth

CHARLIE Hillard, president of Hillard's National Car Rental, Fort Worth, Texas, has been elected president of National Car Rental System, Inc., succeeding H. Earl Smalley, Jr., who resigned.

Hillard, formerly vice-president of Nationalcar, is succeeded by Robert W. Miller, manager of Mission National Car Rental, San Antonio, Texas.

OVER 1/3 BILLION VALVE CORES have been made by ACME



Over ⅓ of a *billion* Acme Valve cores have been **sold** . . . proving that tire servicemen agree with the high rating given Acme cores by a leading independent laboratory.

Acme cores will pay off for you . . . a million times over!


#301 Valve Cap


#509 Pencil Gauge


#251 Universal Tubeless Valve

Manufacturers of valve cores • valve caps • air chucks • air hose couplers • air hose • couplings • vulcanizers • airline, pencil, tractor, & service tire pressure gauges • air storage tanks • shur-call driveway signal & tubing • tank valves • valve tools • fishing tools • blow guns • nozzles • repair valves • rubber valves • drain cocks • screw fittings. *Write today for our complete, new catalog.*

ACME for Accuracy

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.



Just what is an "adjustable" shock absorber?

In one sense, *every* first-quality shock absorber made today is "self-adjusting." Because, today, virtually all shocks incorporate spring-actuated valving. *Within a pre-calibrated range of control*, these spring-loaded valves compensate for varying hydraulic demands created by road and load conditions. In that sense, *all* Gabriel shock absorbers are "adjustable," and have been for years.

But it was not until Gabriel perfected and marketed the AjustOmatic that you could offer your customers adjustable ride control —in a choice of three ranges.

The Gabriel AjustOmatic is different from any other shock absorber on the market today.

You can, in less than a minute, select and set for every customer *his kind of ride*—for his kind of car and his kind of driving. YOU do the adjusting: "soft" for ultimate comfort, "medium" for greater stability than with standard equipment, "firm" for utmost stability.

There is a ready, steady market for adjustable shock absorbers today. Don't be misled into giving your customers something less! Ask your Gabriel jobber for new fact folder giving full details.

MAKE $30-$40 A DAY! Get a new, Gabriel Shock Tester. Tie in with powerful national advertising featuring AjustOmatics this month. Show the need—sell the deal!

Gabriel
AJUSTOMATIC

THE ONLY GENUINE ADJUSTABLE SHOCK ABSORBER

© 1956 The Gabriel Company

Jobber News

(Continued from page 71)

for several reasons.

A plush, nine-months-old hotel big enough to hold all delegates, central and accessible location of Dallas and an association membership goal of 500 by convention time, compared with 50 or 60 members in 1952.

Range Auto Parts Crew Has Fun at Picnic

FUN was the order of the day recently when Range Auto Parts, Inc., Johnson City, Tenn., held its annual picnic at Rotary Park for employees and their families.

The employees, who were paid for a full work day, began leaving in the early afternoon to pick up their families. By 4 p.m. a large crowd had gathered at the park and a later count revealed that 94 persons attended the affair.

Softball, volleyball, badminton, horseshoes and bingo provided entertainment. For the children there were pony rides and rides on a trailer pulled by a midget tractor. Before food was served, everyone gathered in a circle and sang "Blest Be the Tie That Binds," following which R. M. Long, president of the company, gave a short talk.

Snap-on Promotes Childress

Promotion of G. S. Childress to the newly created position of sales manager of Snap-on Tools Corp. has been announced by Rogers Palmer, vice-president in charge of sales. Childress, who started with the corporation as a dealer in 1942, was western district manager at the time of his promotion.

Rosier Joins Aaron & Bell

J. H. "Dick" Rosier, formerly with Maremont Automotive Products, has been employed by Aaron and Bell Co., Atlanta, Ga., manufacturers' representatives, to work the western part of the Carolinas. He will continue to headquarter in Charlotte, N. C.

Corwin Dies in Toledo

Charles L. Corwin, a founder of the Automotive Booster Club and retired sales manager of Champion Spark Plug Co., died recently in a Toledo (O.) hospital. He was 71.

Floridians Plan Table Conference And Seminars; Fraser Will Speak

THREE special seminars and a manufacturer - jobber table conference will highlight the opening day of the second annual convention of Florida Automotive Wholesalers Association to be held in Orlando Nov. 17-18.

A member-participation open forum, focusing attention on industry problems, will feature the general convention and business session scheduled for the following day.

To accommodate an expected attendance of between 450 and 500, the association has reserved the facilities of the San Juan and Angebilt Hotels.

"Our convention program committee is eager to have this year's conclave go down in our records as one of accomplishment and strictly business," said Edgar H. Rogers, Jr., president of Consolidated Automotive Co., Jacksonville, and president of FAWA. "To that end we will have no flag-waving, eagle-screaming orators taking up valuable time.

"Instead we will have with us such informed gentlemen as Homer E. Krog of Birmingham, regional director of the Wage and Hour Division of the U. S. Department of Labor; Ira Saks of Cleveland, managing director of the Automotive Industry Anti-Trust Committee, and Carlyle Fraser, chairman of the board of Genuine Parts Co. of Atlanta, world's largest automotive distributor.

"Standing in the background, ready to be called on should questions arise involving problems on the national level, will be J. L. Wiggins, executive vice-president of NSPA; B. W. Ruark, general manager of MEWA, J. Howard Reed, executive secretary of Automotive Electric Association, and others."

As was the case last year, all jobbers in Florida are being invited regardless of whether or not they are active members of FAWA. This decision was made primarily out of deference to the manufacturers who are staging the table conference on the opening day.

The seminars represent a departure in state association conventions, according to Charles H. "Chuck" Davis, executive secretary of FAWA. They are being held as a prelude to the creation of three special divisions within the association to render special services to electrical and carburetion distributors and jobbers, truck and heavy-duty parts specialists and paint and body supply distributors.

Each seminar will be held in a separate meeting room in the Angebilt on Saturday morning, with its own moderator and program developed to discuss problems pertinent to its particular field of automotive wholesaling — problems which would not be of particular interest in the general assembly. Each seminar will be divided into two sessions. The first part will be a closed meeting for jobbers only; the second part will be a joint session of jobbers and their manufacturing suppliers.



Carlyle Fraser

The ballroom, second floor mezzanine and adjoining meeting rooms have been set aside for the manufacturer-jobber table conference to be held in the San Juan. One hundred three manufacturers participated in last year's conference. A larger number is expected to cooperate in the event this year. The floor layout of the San Juan will permit more tables with less crowded conditions than characterized the 1956 conference.

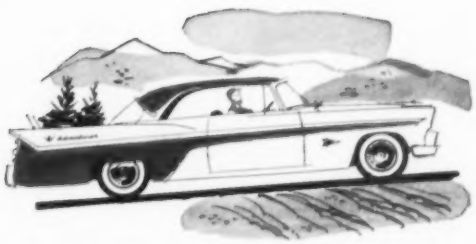
The San Juan also will be the scene of the general convention assembly on Sunday.

The fun and relaxation departments are not being overlooked, either. The annual banquet will be staged in the Angebilt Saturday evening, following a hospitality hour sponsored by Booster Club B-36 of Jacksonville.

For the lady visitors, a style show will be featured Saturday

Here's why Dealers say:

"255 hp De Soto most newsworthy car of '56"



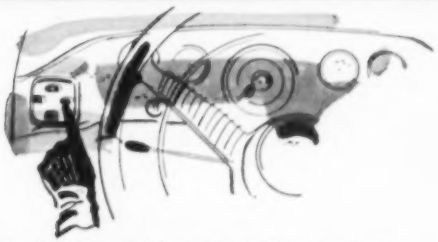
320 hp Adventurer Paces Pikes Peak Race

A natural choice to pace the gruelling Pikes Peak hill climb this year, the new 320 hp De Soto Adventurer is setting brand new standards for performance and glamour wherever she makes an appearance. A new traffic builder and a dramatic sales plus for De Soto dealers.



Chosen Official Pace Car—Indianapolis 500

There's only one Indianapolis Pace Car and De Soto's copped the honors. With an outstanding performance story to tell, you can't beat the "500" for promotional excitement. The same 255 hp V-8 that powers the Pace Car is standard on every '56 De Soto Fireflite.



Push-button driving standard equipment

The completely mechanical (no electronic service problems to ruin your day) push-button drive selector is standard equipment on every De Soto Fireflite. Talk about keeping prospects happy . . . you can bet closing comes faster with De Soto push-button driving easing your way.



Electronically clocked at 137 miles per hour

You read it right fella, this particular De Soto was actually clocked at the sensational speed of 137.293 miles an hour. Howja like to spring that bit of info on your next performance-minded (and who isn't) prospect? You can (and already have) if you happen to be a De Soto dealer.

It pays to be a De Soto Dealer!

afternoon in the auditorium of one of the leading department stores.

A "surprise guest speaker" will follow the dessert course at the big joint luncheon at the Angebilt on Sunday.

Primarily responsible for the success of the Saturday morning seminars are the following:

C. E. Hawkins, Patten Sales Co., Jacksonville, chairman of the electrical division, along with O. D. Bleakley, Frank & Murray, Inc., St. Petersburg; V. M. Dupy, Jr., Patten Sales Co., Miami; Marshal H. Luce, Electrical Equipment Co., Miami, and A. J. Pockrus, Pensacola Electric Garage, Pensacola.

W. J. Berkhan, Power Brake and Equipment Co., Tampa, is chairman of the truck parts division, along with J. R. Adams, Consolidated Service Co., Jacksonville; Warren A. Birt, Southeast Wheel and Rim Co., Inc., Jacksonville; George A. Pierce, Truck Equipment & Supply, Tampa, and J. C. Wyndham, Jacksonville Spring & Alignment Co., Jacksonville.

C. W. Arnold of The Arnold Co., Jacksonville, is chairman of the paint and body division committee.

Third Expansion Is Marked By DeVilbiss in Dallas

AN EXPANSION of The DeVilbiss Co. direct factory branch in Dallas, Texas, and relocation in the Trinity Industrial District on Irving Blvd., a main artery between Dallas and Fort Worth, have been announced by Henry M. Kidd, vice-president in charge of spray equipment sales.

Kidd said that the southwestern U. S. sales division under W. Clark Spruce, manager, has experienced a rapid growth and the expansion is in line with the company's policy of complete field service ranging from parts to engineering of finishing systems.

Marking the third expansion by the company in the Dallas area, the new facility will be ready for occupancy about Nov. 1 and will have double the area of the present location.

Bendix Promotes Shurmantine

D. H. Shurmantine has been promoted to district manager of the southwestern district of the Service Sales Division of Bendix Products, South Bend, Ind. Shurmantine, who will headquarter in Kansas City, was formerly zone manager of the north coastal zone of the western district.

87% Report Sales Higher for Year; Price Increases Account for Part

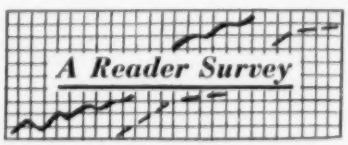
SALES volume increases averaging around 10% for the first eight months of this year were reported last month by 87% of the jobbers returning a questionnaire mailed to 350 over the South and Southwest.

Nine per cent listed a decline, usually only a few points, from the same period of last year, while 4% said their sales were running about the same.

Dry weather continued to hound some areas of the Southwest, drying up some sales, while price increases accounted for the greater portion of the increases reported by some companies. More rains brightened business in San Antonio. Collections plagued quite a number.

Reduced profit margins got a slamming in some reports. For example, a Missourian commented:

"Our biggest problem today is the reduction by manufacturers of



jobbers' profit margins to stay in line with car dealers and their price schedules, rather than assist jobbers in continued profit percentage. Many manufacturers are losing sight of jobbers' problems merely to have their schedules in line with General Motors."

(This wholesaler's sales were up 8%.)

On the other hand, and directly opposed in some respects to this view, was this observation by an Oklahoman:

"Our biggest problem is that everybody buys at wholesale from the jobber and the jobbers are largely at fault."

This returns to the view often expressed by manufacturers that even when they increase a wholesaler's margin, he turns around and gives it away in order to build volume or curry favor for other sales with customers.

An Alabamian assailed "price cutting on standard brands and premium merchandise." He asserted:

"We do not like to have to give some prize to sell our merchandise. We believe it cheapens the product."

A Big Virginia house listed an upturn of 4% in sales, but an executive pointed out:

"This, however, is not adjusted for price increases. Therefore, I would estimate that we are just slightly under last year in total sales volume.

"We are working hard and trying our best to make this a better year than last, and our prospects of doing so look good with antifreeze and related items."

New concerns wanting credit and collections were the most bothersome headaches being experienced by one Alabama wholesaler.

The 10% increase in August for a Kentucky company was interpreted by its officials as "a good sign that the balance of the year should be good."

This view was expressed also in a membership bulletin issued by Charles H. "Chuck" Davis, manager of the Florida Automotive Wholesalers Association, himself a former Knoxville, Tenn., jobber and the first manager of NAPA. He said:

"The seasonal autumn upswing in sales (in Florida) began making itself felt a bit earlier this year, as indicated by the increased number of members reporting business as good. The larger percentage of those showing increases over last month and a year ago would appear to forecast a record-smashing volume for this fall and winter. This optimism is strengthened by the fact that, for the second consecutive month, there was not a single report of business being poor!"

Aro Names Sprow Head Of Automotive Sales

R. E. SPROW has been appointed manager of automotive sales for the lubricating equipment division of The Aro Equipment Corp., Bryan, O., President Marquard J. Anderson announced. He was formerly assistant sales manager.

A native of Bryan, Sprow joined the company in 1941 in the inspection department. He is a charter member of Toledo Automotive Booster Club B-41 and is currently secretary.

modern as tomorrow's cars...





all-new service equipment from

ALEMITE

with beauty, power and efficiency that spells extra profit!



Lube can be piped directly to overhead reels or pits from remote installations



Ask Your Alemite Representative For Complete Information—Today!

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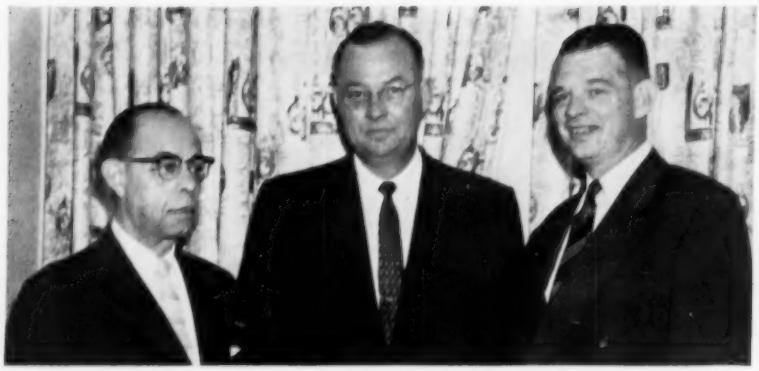
All-New Alemite Hose Reels

with exclusive new method of installation —so easy, one man can do it!

- **Distinctive new beauty!** Customers know at a glance that your service is as modern as the cars they drive! Gleaming white enamel finish for easy cleaning, long life.
- **Exclusive new design!** Easy adjustment gives the exact reel tension you want—instantly! Reels are sectionalized. There's one for every service in your lube department!
- **Exclusive new operating features!** Smooth, steady tension. You can work reels with *just half the effort!* Fast latching feature stops reels at exactly your desired working length.

All-New Wall Alemiter *with built-in hoist*

- **Eye-Catching!** Designed to modernize every lube department! Its custom-made look builds customer acceptance fast!
- **Convenient!** Simple finger-tip control automatically lifts entire shield and pumps for easy drum changing. Compact design leaves extra room around lifts. One air line serves three pumps and air hoist.
- **Smooth-Performing!** All the power you need for every type of lube service! "Super-H" Pump permits ½ faster chassis lubrication . . . "H" Pump for gear lube, automatic transmission fluid, or motor oil.



R. W. Higgins, Auto-Lite regional manager from Dallas, right; W. E. Blank, vice-president, marketing, left, and M. H. Smith, general sales manager, replacement sales, are shown at one of the sessions of a sales meeting held in Toledo Sept. 5-7. Future sales plans was the topic of the meeting, which was attended by the five regional managers in charge of Auto-Lite spark plugs, batteries and service parts in the company's major marketing areas.

Tom Payne May Win, While Paulk Loses

OF TWO prominent automotive aftermarket figures in the Southwest seeking legislative posts in Texas and Oklahoma, respectively, one has definitely been turned back by the voters, but the other reportedly stands a good chance of being seated by court order resulting from alleged voting irregularities.

The defeated candidate is Kindel Paulk, wholesaler of Wichita Falls, Texas, and president of the Automotive Wholesalers of Texas. Following the Texas primary, Paulk went into a run-off with his opponent, who won a clear-cut victory.

The other is Tom Payne of Okmulgee, Okla., executive secretary of the Automotive Wholesalers of Oklahoma. After service in the house, Payne challenged the incumbent, John Russell, for his seat in the state senate.

In the Oklahoma primary Payne won — until 700 absentee ballots were counted, of which Payne got only a fraction.

This provoked a grand jury investigation in Wagoner County and it was reportedly the intention of the grand jury to call before it everyone of the 700 individuals whose name appeared on an absentee ballot. It has been reported in newspapers of Oklahoma that the grand jury also studied the electioneering activities of Senator Russell.

The grand jury was also investigating recipients of relief checks — 54 in number — in neighboring Okmulgee County. It was explained by County Attorney Max Findley of Wagoner County that in an alleged conspiracy case, a grand jury is not confined to the county in which it was empaneled.

One grand jury witness was Jenks Craig, executive secretary to Governor Gary. One member of the state senate investigating committee was calling for a senate investigation.

Throughout Oklahoma newspaper accounts of the investigation there are strong intimations of opinions that an eventful court order will seat Payne.

Martin-Senour Appoints Two Vice-Presidents

APPOINTMENT of two vice-presidents of the Martin-Senour Paint Co. to carry out an expanded merchandising and manufacturing program has been announced by President William M. Stuart.

J. R. Degnan, formerly regional director of the West Coast automotive and trade sales divisions, will be director of sales. J. R. Rawley, formerly district manager and assistant to the president, will continue as assistant to the president and will be in charge of administrative and institutional matters.

Pockrus Has Heart Attack

A. J. Pockrus, Pensacola Electric Garage, Inc., Pensacola, Fla., was released from the hospital early last month following treatment for a heart attack suffered several weeks previously. "Art" is recuperating nicely and expects to be back in harness on a limited schedule at an early date.

Walker Appoints Two: Makes Field Changes

APPOINTMENTS of R. W. Camper as product manager for Walker Mfg. Co. of Wisconsin jacks and L. C. Akerman as product manager for its silencers and exhaust system parts have been announced by Wayne E. Rapp, vice-president and wholesale sales manager.

Prior to his new assignment, Camper had been for ten years a sales representative and territory manager for the company in New York state and Pennsylvania. Ackerman had been western regional sales manager on Soundmaster exhaust system parts manufactured by DeKoven Mfg. Co., a Walker subsidiary.

Changes in field sales organization resulted in the appointment of Daniel T. Cannon as manager of the Louisville, Ky., territory by Sam J. Carroll, mid-central district manager; Robert B. Elton as territory representative in the Kansas City area by Forrest Wells, central plains district manager, and James P. Mayer as territory representative with headquarters in Dallas by Everett George, southwestern district manager of the company.

Youngest Son to Join Arnold Siegal Soon

TERRY Siegal, youngest son of Arnold Siegal, president of Alabama Auto Parts Co., Birmingham, Ala., plans to join his father and brother, Irvin F., in the firm after an additional year of commerce school at the University of Alabama.

Recently discharged from the Army, Siegel was last stationed in Korea, where he earned his sergeant's stripes. While overseas, he was able to tour Japan, Hong Kong and the Philippines.

Pittman Returns to Atlanta

I. W. "Jack" Pittman, formerly president of Joint Clutch Service, Inc., Charlotte, N. C., has rejoined his former company, William & Harvey Rowland, Inc., of Atlanta, as district sales manager, headquartering at Atlanta. He is a past president of B-6.

"**Air Lift** has just been added to our line," reported **L. W. Chambers**, owner of **Chambers Automotive Supply**, Princeton, W. Va.

(More Jobber News on page 150)



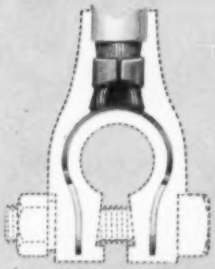
If it's worth a good Serviceman's time...



...it's worth a good Battery Cable



Exclusive

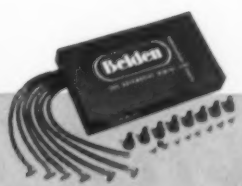


Belden Nokrode Battery Cable Terminals are die-cast over a steel frame securely anchored to the conductor.

Belden Lugs are formed over the full conductor to deliver full starting power.







Belden

WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO



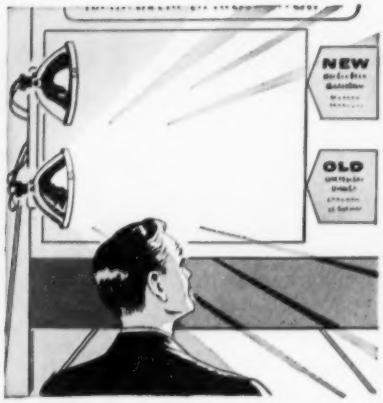
4-7

Battery Cables • Spark Plug Wires • Lighting Wires

Here's How to Make More



1-minute safety check. With mechanical aimers you have quickest, most convincing way to make customers see when headlamps are faulty. Sets them up for your "double-profit" Westinghouse Safe-T-Beam sale . . . the lamps that are easiest to sell in pairs!

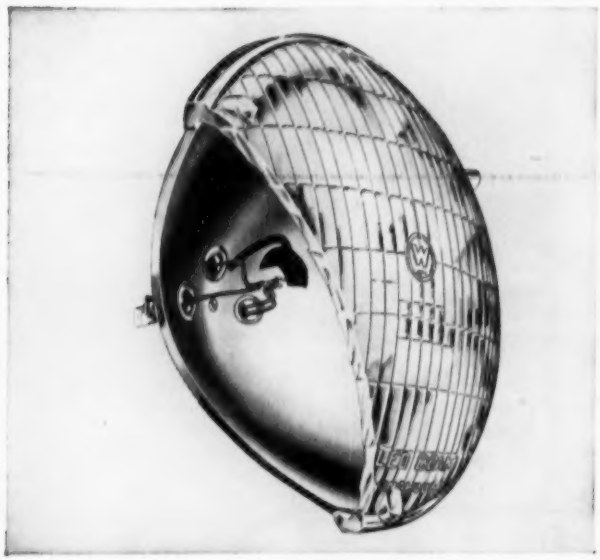


Sales-clinching demonstration. Only Westinghouse gives you this golden opportunity to demonstrate the exclusive safety-advantage of the 2-Beam Glare Shield. Flick on ordinary headlamp: customer sees how High Beam light strays upward to cause blinding bounce-back glare in fog, rain, snow. And this is true of every headlamp except Westinghouse!



Then switch on Safe-T-Beam . . . show how the new, exclusive 2-Beam Glare Shield gives a *flat* upper beam . . . prevents stray light and bounce-back glare on either High or Low beam. Only the new Westinghouse Safe-T-Beam frees motorist to select the right beam for seeing safely under all road and weather conditions! It's an exclusive sales point to double your profit by selling Safe-T-Beam headlamps in pairs! See deal below.

And Only Westinghouse Gives



THE NEW SAFE-T-BEAM HEADLAMPS!

Exclusive 2-Beam Glare Shield and Aimer Buttons

Only Westinghouse gives you this safety exclusive—the glare shield that stops blinding stray light on *both beams* in bad weather! Better see-ability on clear nights too! Up to 25% more light on both beams! Low beam up to 80 feet longer! More light on the right! All three types of the new Westinghouse Safe-T-Beam headlamps—5040S (6v.), 5400S (12v.), 5440S (12v. heavy duty truck)—have the 2-Beam Glare Shield and Aimer Buttons.

WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

Headlamp Sales this Fall!



10-minute installation. Westinghouse Safe-T-Beam headlamps go in, get precision-aimed, *all in minutes!* You do it in daylight indoors or out. Use only a screw driver and your mechanical aimer. See the big Westinghouse deal in aimers below.

More night driving . . . more foul weather on the way—and that's the *good* season for headlamp sales! Especially if you sell the all new Westinghouse Safe-T-Beam™ headlamps and follow the 3 quick steps to profit shown at left. Only Safe-T-Beam has the 2-Beam Glare Shield for full glare protection on *both* High and Low beam! Only Westinghouse can provide the sales-clinching demonstration to prove how the exclusive 2-Beam Glare Shield gives your customers almost the equivalent of *daylight* driving safety at *night!* It's an advantage that makes it easy to sell replacements in pairs—to double your profit—every time.

You Everything You Need!

Exclusive Demonstrator—Precision Speed-Aimer!



A Choice of Deals to get profits rolling fast!

It's a real sales-clincher that only Westinghouse can demonstrate! Panel, brackets, wiring—an $8.50 value—is yours at a special low price when you order Safe-T-Beam Headlamps. Fill out coupon below, get your deal today!

Here's an aimer that any of your men can use for fast, precision work! Rugged, compact and does it right. Complete kit of everything you need for extra profits from headlamp aiming. Send coupon below.



GET SET FOR THE BIG BUSINESS IN HEADLAMPS! GET IN ON YOUR BIG DEAL TODAY!

DEALERS!

Westinghouse Electric Company
Lamp Division, Dept. D-7
McArthur Avenue, Bloomfield, N. J.

Please send me the dope on the Big Westinghouse Safe-T-Beam Deal (A) Demonstrator (B) Aimer.

My name and address _____

_____

My Distributor is _____



This southeastern regional meeting was held recently in Atlanta by Black & Decker. District managers in the front row are holding new tools which will be featured in the company's fall campaign. On the back row are (l. to r.): Robert D. Black, president; John F. Spaulding, vice-president and general sales manager; John P. Spain, service-sales division manager; Arthur S. Boehm, industrial-automotive sales division manager; John F. Apsey, director of advertising and sales promotion, and M. L. Palmer, sales promotion manager.



President Cole

Jobber News

(Continued from page 146)

Charlie Cole Heads Up New Association

CREATION of a new national trade association in the automotive parts field was disclosed by an industry spokesman Oct. 3.

The association, composed of organizations of wholesalers and jobbers engaged in cooperative wholesaling and merchandising of automotive parts, equipment and accessories, is the National Automotive Wholesalers Association. Incorporated as a voluntary, non-profit association, its headquarters offices will be in Washington, D. C.

Charles A. Cole, general manager of Warehouse Distributors, Inc., Atlanta, Ga., has been elected president and chairman.

Describing the new association, Cole said that "independent wholesaling and merchandising organizations in this field must work together if their many mutual objectives are to be achieved.

"In their struggle to survive, many independent wholesalers and jobbers have joined forces over the years by forming cooperative warehousing and merchandising organizations. These organizations, which provide many beneficial services, now extend from coast to coast. NAWA is their trade association."

Other officers include G. H. Hamil, Memphis, Tenn., vice-president; Joseph Owens, Enid Okla., second vice-president; W. M. Gally, Buffalo, N. Y., secretary, and E. T. Wanderer, Kansas City, Mo., treasurer.

David C. Murchison, an attorney of Washington, D. C., has been appointed as general counsel.

In addition to the officers who constitute the executive committee, the board of directors will include Walter Johnson, Automotive Northern Warehouse, Inc., Minneapolis, Minn.; H. C. Westbrook, Ark-La-Tex Warehouse Distributors, Texarkana, Texas; Hubert Braden, Automotive Southwest, Dallas, Texas; M. D. Taylor, Cotton States, Inc., Andalusia, Ala., and C. S. Sharp, Central Warehouse Distributors Co., Hudson, Ohio.

Seventy-five Boosters and their wives of Oklahoma, Missouri and Texas gathered in Oklahoma City Sept. 8 to attend a banquet in honor of the past presidents of Automotive Booster Club, Sooner No. 37. Seated at the head table for the occasion, although not all visible in the picture, were these B-37 past presidents and their wives: B. A. "Pete" Kline, Pete Moffett, Jack Porter and Guy Way. Also at the head table, first to the right of the podium, is Ken Stout, president of B-37, who conceived and promoted the event, with Mrs. Stout. Immediately to the Stouts' left are Rev. and Mrs. Bill Alexander. He is pastor of the First Christian Church of Oklahoma City and nationally known as a speaker. Also at the head table were T. H. Everett, president of Dallas B-4, and Mrs. Everett. Past presidents of the Oklahoma City club unable to be present were Frank Ownes, Glen Quayle, John Stinson and Ray Neely. Special guests were Joe Owens, of Enid, president of the Automotive Wholesalers of Oklahoma; Kindel Paulk of Wichita Falls, president of the Automotive Wholesalers of Texas, and Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America. Guests and visitors present were from a number of states.



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ARTHUR RUBINSTEIN
ARTURO TOSCANINI
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ROBERT SHAW CHORALE
SIGMUND ROMBERG
GLENN MILLER
MARIO LANZA
HARRY BELAFONTE
VOICES OF WALTER SCHUMANN
ROBERT MERRILL
PATRICE MUNSEL
FRANKIE CARLE
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NBC SYMPHONY ORCHESTRA
RODGERS AND HAMMERSTEIN
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HERE'S HOW THE DEAL WORKS: Buy only one case of HYDRA-VALVE KLEEN (24 cans) OR one case of TRANSMISSION KLEEN (24 cans) OR one Duet Case (12 cans of each product). A Dealer Bonus Certificate plus an RCA catalog is packed in each case. Each certificate entitles you to any RCA VICTOR Record Album—ABSOLUTELY FREE OF CHARGE! Now, if you don't own a record player and would like to start a record library, send us two certificates plus $10 and we'll ship you a THREE-SPEED RECORD PLAYER that has an established retail value of $29.95!

This is your opportunity to build a record album library of the world's greatest music—the world's greatest artists—all on the RCA VICTOR label—all at absolutely no cost to you. There is no limit to the number of albums you can bring home to your family. No matter what your taste in music is, you'll find the albums of your choice in this RCA VICTOR catalog.

This is the most exciting, the most unique, the most unusual give-away of the year! Start collecting your albums today so that you and your family can enjoy this fine entertainment for years to come!

CALL YOUR JOBBER OR WRITE FOR DETAILS

SILOO HYDRA-VALVE *KLEEN*



A very specialized product for a very special problem. Keeps hydraulic valves in perfect condition. Quiets noisy operation. Stops sticking valves and rings. Frees lifters.



SILOO TRANSMISSION *KLEEN*

An exclusive development. Added to regular transmission fluid, it smooths out transmissions . . . eliminates creepage, hesitation and between speeds lurching. Miscible with all transmission fluids.

PETROLEUM SOLVENTS CORPORATION, Dept. J, 331 Madison Avenue, New York 17, N. Y.

Association Officers and Managers Suggest Changing National Groups

A RECOMMENDATION of the establishment of one national automotive wholesalers association was proposed unanimously at the Sept. 22-24 meeting of the Automotive Wholesalers Trade Association Executives at Memphis, Tenn.

The group recommended "there be but one manufacturers association on a national level."

The recommendations will be referred to "all local, state, regional and national associations for consideration and action," it was stated.

The text of the proposal:

"The members of the Automotive Wholesalers Trade Association Executives are vitally concerned over the division of responsibilities in our industry on a national level. We believe that the greatest need of the automotive wholesalers is one strong national association.

"We recognize and are deeply grateful for the long and fine service rendered our industry by both National Standard Parts Association and Motor and Equipment Wholesalers Association. At the same time, we feel that one national association is our most critical need.

"Realizing this need, we recommend to all local, state, regional and national associations the following general proposal as a basis for securing united strength on a national basis:

"1.—That there be established as quickly as possible one national automotive wholesaler association.

"2.—That there be one national association of manufacturers.

"3.—That a joint industry relations committee representing both associations be appointed and empowered to study mutual problems and promulgate industry policies. This joint committee shall submit these decisions to the respective boards of each association for their final approval or rejection.

"4.—That the National Standard Parts Association and the Motor and Equipment Wholesalers Association shall suspend operations upon the formation of the two associations referred to in proposals 1 and 2."

Fifteen officers and nine executive secretaries of the state associations of Alabama, California, Florida, Louisiana, Michigan, North Carolina, Oklahoma, Tennessee and Texas, together with representatives of local associations of Houston, Dallas and Oklahoma City, representing a membership of approximately 1,500 jobbers, attended the meeting.

Jesse F. Jones, Jr. (top), executive secretary of the North Carolina Automotive Wholesalers Association, was elevated from vice-president to president of the AWTAE in the annual election. Charles H. "Chuck" Davis (bottom), executive secretary of the Florida Automotive Wholesalers Association, was named secretary. Other officers are Maury Mayer of the Michigan association, vice-president, and A. Glenn Gaffney of the California group, treasurer. Keith Broyles of the Tennessee association was the retiring president.





Martin-Senour Promotes Joyce

Promotion of Robert C. Joyce to West Coast regional director of the Martin-Senour Paint Co.'s automotive and trade sales divisions has been announced by President William M. Stuart. Joyce was formerly a sales representative in the Alabama and Louisiana territories for the firm.

Purolator Promotes Three In Jobber Division

PROMOTIONS of three members in its automotive jobber division have been announced by Purolator Products, Inc., Rahway, N. J.

Tim McCarthy of Philadelphia, who joined the company in 1949, has been appointed sales manager for the Middle Atlantic states sales zone. He will be in charge of sales in Pennsylvania, Maryland, Delaware, the District of Columbia, Virginia and West Virginia.

John Fort, formerly district manager in Memphis, has been made zone manager in a newly created zone comprising Ohio, Indiana, Kentucky and eastern Tennessee. Replacing Fort in Memphis is Don Burnes from the New Orleans office. His territory will include western Tennessee, Arkansas and northern Mississippi.

AC Spark Plug Announces 1957 Improvement Plans

A MULTI-MILLION-DOLLAR improvement program for automotive parts production, including extensive plant changes for 1957 car parts manufacture and increased facilities for future production capacity, has been announced by Joseph A. Anderson, general manager, AC Spark Plug Division of General Motors.

"AC's broad program is geared to a long-range expanding economy," Anderson said, "with the 1957-model year expected to be one of the greatest experienced in the automotive and parts replacement industries."

Under construction is a 225,000-square-foot manufacturing building located east of the main plant. Plant additions to increase production are in progress or have been completed.

Jack Zell Travels Florida

Jack Zell is now traveling Florida exclusively as a manufacturers' representative, headquartering at 3330 N. Orange Ave., Orlando. He is well known over the South, having been active in several Booster clubs.

Frank Corp. Promotes Smiley

Promotion of W. J. Smiley to sales manager of Frank Corp., Savannah, Ga., has been announced by General Manager Robert F. Coleman. Smiley started with the company in July, 1936.

Fram's James E. Bigwood Dies in New Hampshire

JAMES E. Bigwood, 64, treasurer and vice-president in charge of finance for the Fram Corp., died last month in Keene, N. H.

One of the founders of the company, Bigwood was a director for many years. He also was assistant treasurer and member of the board of directors of the Mason Can Co., and treasurer of the Campbell Filter Co., both subsidiaries of Fram.

Felt Products Expands

Construction of 9,000 square feet of offices and a 46,000-square-foot addition to its plant at Skokie, Ill., was announced last month by Felt Products Mfg. Co. Expected to be completed in mid-1957, the facilities will bring manufacturing operations under one roof for the first time in almost 18 years.

Virginia Firm Changes Hands

Moorefield Battery & Parts Co., Charlottesville, Va., has been sold and is now operated as Moorefield Battery & Parts, Inc., with the same address and same personnel with the exception of the management. Alfred A. Jaskewicz, who has been with Purolator for the past 23 years where he used a trade name of Fred Johnson, is president and general manager.

Remaco Chooses Southerners

Remaco, Inc., New York City, has announced the appointment of these sales representatives: B. B. Burk Co., Dallas, Texas, to cover Texas, Oklahoma and Louisiana; A. N. Wine Sales Co., Jackson, Miss., to cover Mississippi and Alabama, and William D. Thornburgh, Atlanta, Ga., for Georgia and Florida.

Texan Buys Davis Plants

Wadel Connally of Tyler, Texas, has purchased three plants formerly owned by Noble Davis and operated under the name of Davis Automotive at Henderson, Orange and Rusk, Texas.

Bob May is now a salesman for **Craig Supply Co.**, Tuscaloosa, Ala., replacing **Howard Wilson**, who resigned, according to **Joe A. Craig**, co-owner and general manager. **Johnny Speed** succeeds **May** as stock and delivery man.



Automotive NEWS BRIEFS

(Continued from page 17)

Electronic Fuel-Injection System Is Ready for Market, Bendix Says

A NEW electronic fuel-injection system, completely transistorized, has been introduced to the automotive industry by Bendix Aviation Corp. for passenger cars.

The timed, self-priming system, called the Electrojector, was demonstrated last month at Detroit by Bendix executives and officials of the Eclipse Machine Division, which played a prime role in development of the unit through the product design, laboratory and road-test stages. They said it was now ready to be adapted to engines of any car manufacturer.

Bendix officials pointed out that the simplified design means increased power for safety, better fuel economy, quicker starts and warm-up, wider selection of fuels — another economy for the average motorist — more room under the hood, faster and livelier response to the throttle, elimination of vapor locks, and no cornering, or hill-angle effects.

The system, described as quiet and clean by Bendix engineers, consists of an electronic modulator — "brain box" of the unit—a fuel-injection distributing commutator, fuel-injection breaker points, and fuel-injection nozzles especially designed to minimize dirt problems. It is the first system to be developed that does not require a special drive off the engine.

The timing, sensing and actuating elements — which will automatically control fuel flow to the engine under all operating conditions — feature an electronic pressure sensor, located on the throttle body. Also on the body is an electronic switch to sense and signal the need for proper fuel mixture, either for acceleration or idling. A third feature on the throttle body is on automatic cut-off switch that will cut down the smog problem created by exhaust gases.

The thermistor is located in the water jacket to sense and pass along temperature data to the electronic modulator for optimum performance in starting and warming.

Electrojector literally shoots jets of fuel, electronically timed, into the intake ports of an engine's cylinders. Fuel is metered by intake-manifold pressure, controlled automatically by a sensor on the throttle unit, which provides precisely the right amount of fuel at the right place at the right time.

Another outstanding feature of the new automatic unit is its distributor-breaker, which can be installed on any conventional distributor. It will only add about one inch to the height of the conventional distributor. It consists of only two parts — the commutator and the breaker points, both easily installed.

A definite Electrojector "plus" for automotive designers is the elimination of the carburetor and air filter to permit sleeker and lower hood designs.

The 4" by 5" "brain" of the system is the transistor-equipped electronic modulator. It receives a timed signal from the distributor-breaker. It coordinates this signal with information from the devices that electronically sense engine operating conditions and continuously sends the correct action signal to injectors located at each cylinder intake port.

Tests conducted by Bendix engineers, using current production V-8 engines, show that the Electrojector outstripped a four-barrel carbuetor in performance figures, giving more power while using less fuel.

Development of the Electrojector is based on the broad experience of Bendix as a pioneer in the field of fuel systems. During World War II Bendix successfully adapted fuel injection to B-29 engines. Today Bendix fuel injection is used on all Lockheed Constellations and Douglas DC-7 airline planes, and on many military types powered by large piston engines.

"Costs you two bits every time you open the door."



Eustis Floridians Elect Igou

The Eustis (Fla.) Automobile Dealers Association has elected R. G. Igou, Lake Motors (Dodge-Plymouth), president; Owen Kreigsman, Eustis Motor Co. (Ford), vice-president, and Arthur Polk, Polk Buick Co., secretary-treasurer.



Dodge Dealer John H. Lander (left), president of Lander Motors in Atlanta, Ga., and a past president of the Georgia Automobile Dealers Association, is congratulated by an official of the Atlanta Health Council in front of the "Healthmobile" Dodge station wagon donated to the council by Lander.

●

Expert on Crash Injuries To Address Virginians

DR. FLETCHER Woodward, chairman of the committee on automotive crashes, injuries and deaths of the American Medical Association, of Charlottesville, Va., will address the 13th annual convention of the Automotive Trade Association of Virginia in Richmond Oct. 14-16.

Other speakers will be Frederick J. Bell, executive vice-president of the National Automobile Dealers Association; Elson G. Sims of Vincennes, Ind.; A. A. Lalley of Stokes Tax Controls, New York, and Fred Smith, management consultant of Cincinnati, O.

Sound management practices will be featured at the business sessions. A lay church service will be conducted for members on Sunday morning and a golf tournament will be sponsored by Universal C.I.T. Credit Corp. on Sunday afternoon. Tommy Tucker and his orchestra will provide entertainment along with Universal Underwriters' "Open House" on Monday evening.

Six Southern Directors Reelected by NADA

W. S. EDWARDS, Jr., Birmingham, Ala.; Orville R. Harrod, Frankfort, Ky., and R. D. McKay, Wichita, Kan., have been reelected National Automobile Dealers Association directors for their respective states.

Also reelected directors were Allan Mims of Rocky Mount, N. C., Paul R. Lauritzen of Richmond, Va., and Thomas F. Abbott, Jr., of Fort Worth, Texas.

Edwards, of Edwards Motor Co., Inc. (Chevrolet), became a member of the association in 1919 and has been a director since 1942. Harrod, of Frankfort Buick-Pontiac Co., has been a member of NADA for 19 years and a director since 1953, McKay, of R. D. McKay Motor Co., Inc. (Chrysler-Plymouth), was first elected a director in 1947.

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IN BRAKE PARTS

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- **QUALITY** Same High Quality You KNOW in Lisle Tools.
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- **ASSORTMENTS** Write for information on the Lisle "Tailormade" Assortments Plan, and complete cataloging.

Lisle BRAKE PARTS & TOOLS
SAME HIGH QUALITY

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Tennesseans Asked: How Well Can Your Business Pass Service Test?

CAN your business pass the service test?

Is your business doing all it can to serve the needs of your fellow man—your customers, your neighbors, your friends, your business associates — everyone who sees, hears, or talks about *you*?

We are inclined today to take a new view of business. Business has been considered for centuries a selfish and self-centered game with the only purpose to make money for the person engaged. . . .

Some cynics think that business principles have not changed and business is frankly and solely for the purpose of making money. It is true that everyone engaged in any type of work seeks to make money out of it—and I don't care whether it's business, the professions, farming, or holding down a job.



Excerpts from an address by G. O. Keasey, vice-president, advertising and public relations, Associates Investment Co., South Bend, Ind., before the annual convention of the Tennessee Automotive Association at Gatlinburg early this month. He began his career with the firm 33 years ago when it had but two branch offices and 16 employees, in contrast to the 4,000 employees and nearly 170 offices today. Last year Associates did a volume of a billion and a half dollars.

Business Must Pass Test!

Business today, however, is not the selfish, inconsiderate affair it used to be, for *business must pass the service test* in order to justify its existence.

The old school of businessmen based their actions on the theory of evolution that life is a struggle and only the fittest survive. The rule still holds good, but they made their own mistake in its interpretation.

It is not a struggle to destroy competitors, but a struggle to win the good-will, friendship and patronage of customers. The fittest survives, but the fittest is not necessarily the largest, the strongest, the cruelest, or the most ruthless.

We know from a study of nature that a tiny little weed will crowd out huge plants. The large moose is being exterminated in northern countries by the little rabbit which eats all the grass. The superior white man in the jungle will be outwitted and made helpless by the simple and ignorant savage. The fittest does not survive, but it is the fittest to his particular environment.

The businessman who is shrewd, cunning and without any principles or right or justice may be the fittest to survive in a community of crooks, criminals, law breakers and riffraff. However, in a community where the people are upright, honest and trustworthy, he wouldn't be tolerated. . . .

Perhaps advertising has done more than any other one thing to achieve honesty in business, despite the fact that the early forms of advertising contained a great deal of dishonest material. Dishonest businessmen took advantage of advertising space to make far-fetched claims and actually rob customers on false pretenses.

Medical advertisements promised cures beyond the realms of possibility.

The values of food products were exaggerated.

It was an actual fact that one firm advertised a steel engraving of George Washington for ten cents and then mailed out a two-cent stamp, which was a steel engraving.

Another firm offered to send 100 useful household articles for a dime. The package contained 100 pins, which were useful household articles.

Another firm sold a $60 course in the art of retouching photograph negatives, and guaranteed with a legitimate bank bond all the work a person could do when he was granted the diploma for completing the course. Few, if any, students were ever granted a diploma by that proposition.

In every case, the advertiser was within the law, but obviously dishonest. It was not long before the post office denied such firms the use of the mail; pure food and drug laws required an honest label on every product, and leading magazines and newspapers carefully investigated the firms which used their advertising columns and the claims which they made. . . .

Many irate citizens are complaining to the Better Business Bureaus about having merchandise mailed to them that they have not ordered and do not want—and then being billed for it.

Not long ago a Chicago physician received such a package with the following letter:

"We are taking the liberty of sending you three exceptionally fine ties. Because these ties have the approval of thousands of discriminating dressers, we know you will like them. Please send $2."

The indignant doctor replied:

"I am taking the liberty of sending you $2 worth of extra fine pills. These pills have helped thousands, and I am sure you will appreciate my thoughtfulness in sending them. Please accept them in payment of the ties which you sent me recently." . . .

Today we find that business must be more than mere horse trading between individuals with the shrewder and more cunning trader getting the best of the deal. Business today must serve the customers and the community in which it is located, in order to justify its existence.

It is true that people do not go into business today for their health any more than they did a generation ago; but if they want to stay in business they must play the game according to the rules laid down, and one of the first and most important rules is this—*business must serve!*

Palmetto Garagemen to Meet

A meeting of garagemen of the Greenville, S. C., area may be called soon to ascertain their interest in forming a unit to affiliate with the Independent Garage Owners of America. Service market leaders, including Cecil Morris of Battery & Electric Co., were discussing plans. Luther Turner, who has sparkplugged the Chattanooga, Tenn., chapter, may attend the yet-undated meeting to explain association advantages.

Simplicity Rules Design Of W. Va. Dealership

DESIGNED with efficiency and simplicity in mind, the new building of Rhodes-Walker Chevrolet Co., South Charleston, W. Va., is a streamlined one.

Built to replace the building which burned a few months ago, the modern, functional structure of colored brick with large areas of glass and bright metal is 165′ long and 130′ deep. Everything is on one floor except bulky parts storage, which is on a mezzanine floor, accessible to the parts department and also to the unloading area.

The service entrance at the front and the exit at the rear keep traffic flowing evenly and orderly through the shop, according to J. B. Holland, vice-president.

The showroom is located next to the service entrance with the cashier office right off the service department, parts department and showroom for easy accessibility from each. Recessed fluorescent lights are spaced and designed so they will not distort the natural colors of cars on display. The 100′ show windows afford a complete view of the eight-car display room.

Glass and metal office partitions permit a clear view of the offices and display room from any point in the room. Sales offices and general offices are adjacent to this room and are laid out for the convenience of the customer.

Extending along the inside of the display windows is a continuous strip of baseboard hot water heating radiants, so placed that it will keep the display windows from fogging during cold weather.

The shop area, one of the most complete and best equipped in the vicinity, will service 26 cars at a time. Clear story windows provide the entire work area with plenty of light while ceilings of tectum roof plank help reduce shop noise.

Holland estimated the cost of the building, equipment and property at nearly $350,000.

He expressed optimism about the future of the industry, saying, "The clean-up market in our area is very strong and indicates that our 1957 models should open with a bang, which we feel will continue to be good at least through the first half of next year."



SPEEDS HUNDREDS OF JOBS. HEAVY REMOVAL OR FINE FINISHING. BLOCK SANDING, SCUFFING, FEATHER-EDGING, DISCING, BUFFING. FAST FOR REMOVING SCRATCHES AND "FROST" FROM WINDSHIELDS.

2 SANDERS IN 1

DUAL ACTION . . . COMPLETELY NEW sanding action . . . moves two directions AT THE SAME TIME. Turns 6000 R.P.M. to the right and at the same time moving in fast REVERSE action to the left, cool operation, no swirls.

SPINNER (DISC) ACTION! Press shift ring for unique, OFF CENTER, rotary action that eliminates disc swirls. VERY FAST for removing stock, nicks. Ideal for smoothing solder, working fiberglass, polishing windshields.

See your jobber—write for literature and bulletin "Glass Scratch Removal."

DETROIT SURFACING MACHINE COMPANY

1245 E. EIGHT MILE RD.
DETROIT 20, MICHIGAN

Veteran Jacksonville Dodge Dealer Reveals How His Profits Run High

MASSEY Motors, Inc. (Dodge), currently is engaged in "exploding" some theories about automobile selling, and in the process the Jacksonville, Fla., dealership is gaining its biggest new-car volume since 1952.

With sales through July substantially ahead of 1955, Massey Motors also is having one of the most profitable years in its history.

"We are proving again this year something that we have known and believed for a long time," says William W. Massey, president. "When the chips are down and competition is the toughest, that's the time to wade in and go after volume. Many dealers think that if you go after volume you can't make any money. Actually, it's just the reverse, because volume is the key to profit, and this is especially so in today's kind of market. And, the important factor is to get volume at the lowest possible cost per unit of sale.

Few Men, High Average

"For the year to date, through July, we have averaged over 100 new-car sales per month with a new-car sales force of only five men. In June, when we put Dodge in third place in Duval County, some of these men sold around 30 cars each, and they repeated the performance in July. Super-salesman? No, they are good men of the same caliber that many dealers the country over have in their employ. The difference perhaps is in the way they work, how they work and what they get for what they do."

Pay is a potent factor, of course, says Massey.

"In the first place, our five-man new-car sales staff is well paid. Salary plus commissions averages $1,250 per month. They earn it! And, while they are earning it, Massey Motors is getting sales at a low net cost per deal. It works this way:

"A 30-car per month man paid at the rate of $1,500 per month produces sales for us at a cost of $50 per car. On the other hand, a five-car salesman who is paid at the rate of $300 per month gives us sales at a cost of $60 per car. Many times, this $10 saving, passed along to the prospect, gets the deal.

"As will be noted, our five-man car sales organization has averaged better than 20 cars per month every month this year. I've been told that something like this isn't possible. I'll admit that it can't be done under some methods. But, the way our men work, it can be done.

"They begin their day at the 8 a.m. sales meeting which lasts for 30 minutes. From 8:30 a.m. until they quit for the day, they are occupied with one or the other of two activities: First, making sales to prospects, or, second, 'managing' their present and future sales."

In this second activity, he explained, the salesman is making contact with the 20 or more "assistant salesmen" to whom he looks for all his prospects. These assistant salesmen, commonly called bird-dogs, are the gas station owners and operators, the independent garagemen, or grocery store employees that each of the five salesmen has on his selling team."

Beyond being a good manager of bird-dogs, Massey declares, a salesman must be able to do four things well when he is in contact with a prospect and trying to close a deal.

And, he should do these four things in the following order:

First, he must sell himself to the prospect; creating confidence on the part of the prospect; gaining acceptance of the fact that he, the prospect, is dealing with an honest, reliable individual.

Next, he must do the same with reference to Massey Motors, Inc.

Third, he must sell the product to the point that the customer really wants it.

And, finally, he must sell the price he is asking for the car as a good and fair price for a good product backed by a good and responsible dealer.

Incentive is powerful in keeping any sales group working toward high volume goals, and Massey, a one-time Tennessee dealer, sees that his men have this incentive. They begin with a basic salary of $350 a month plus liberal commissions for each car sold.

To sustain that extra push, the tenth car they sell each month produces a $100 commission.

On sales from ten upwards and from 20 upwards the salesmen collect extra high commissions, including $100 for the 20th car and $100 for the 30th car they sell.

Sales contest and a monthly $100 award to the salesmen with the highest net profit on deals are among other incentives.

"The payoff as far as Massey Motors is concerned," said the president, is that we are doing a big volume of new-car business and making a highly respectable profit on every car sold. In our big month of June we averaged a net of $163 per car. In our still bigger month of July we averaged a net of $221.50 per car. We don't think that such profits would have been possible today if we hadn't been thinking in terms of volume and going after volume with a small, closely-knit, volume-minded sales force."

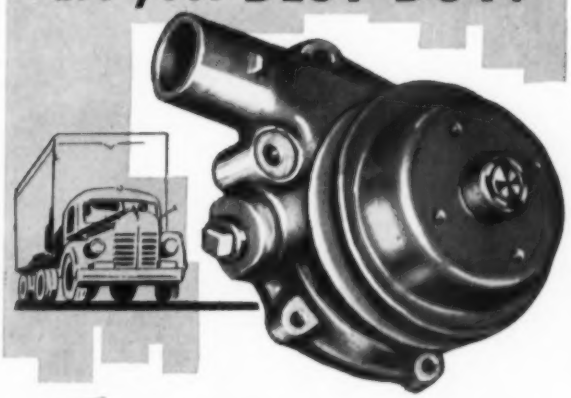
This is an architect's conception of the major supply depot to be built by Chevrolet Motor Division on an 82-acre site northeast of Atlanta, Ga. The 280,000-square-foot warehouse will stock approximately 20,000 different automobile and truck parts and accessories. The site was purchased from Buick-Oldsmobile-Pontiac Assembly Division of General Motors, which operates an assembly plant adjacent.



10 REASONS WHY

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You're the Doctor



Automobiles are your business, and you know that what's best for them is best for you too. That's why you use only the finest—The Warco Quality Line of automotive chemicals that means extra profits for you and extra safety dividends for your customers.

WARCO S.A.E.70R1 HEAVY DUTY HYDRAULIC BRAKE FLUID

Approved by States with Brake Fluid Ordinances



S.A.E.70R1 is for use in trucks, tractors, buses, and for passenger cars when recommended by manufacturer.

WARCO S.A.E.70R2 MODERATE DUTY HYDRAULIC BRAKE FLUID

For passenger cars and light trucks.

•

WARCO "GRADE A" HYDRAULIC BRAKE FLUIDS

nationally accepted by leading jobbers over the past 20 years.



WARCO S.A.E.70R1 and S.A.E.70R2 brake fluids meet or surpass every S.A.E. specification.



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Florida to Lead Again in Registrations

FLORIDA, booming from industrialization and folks retiring to its warmer clime, again leads in the expected increase in total motor-vehicle registrations for this calendar year.

The forecast by the Bureau of Public Roads of the U. S. Department of Commerce, issued Sept. 30, said the Sunshine State's percentage gain should be 8.7, in contrast to a national average gain of 4.0.

Arizona and Nevada, with 8.5 and 8.4, respectively, ranked next.

Alabama was the second highest state in the South, with 7.7% gain anticipated. Louisiana placed third in this category with 6.2. Other southern states expected to be above the national average were Delaware, 5.9; Mississippi, 5.1; Virginia, 5.0; North Carolina, 4.7; South Carolina, 4.5; Maryland, 4.3, and Arkansas, 4.1.

Other expected rankings included: Kentucky, 3.9; Missouri, 3.6; Oklahoma, 3.2; West Virginia, 3.0; Georgia, 2.7; New Mexico and Tennessee, 2.6; Texas, 2.3; Kansas, 1.8, and District of Columbia, 1.0.

Registrations are expected to reach 65,275,000 for 1956, with passenger cars numbering 54,300,000 and trucks and buses 10,975,000.

In 25 states the registrations are expected to exceed a million, with California's 6,557,000 the top. New York is anticipated to place second, with 4,819,000. Third place should go to Texas, with 3,959,000, trailed by Pennsylvania's 3,890,000, Ohio's 3,628,000, Illinois' 3,419,000 and Michigan's 3,197,000.

The expected increase in total registrations would be the smallest since 1952, when the gain was 2.6% for the nation. For the succeeding years the percentage increases were: 1953, 5.7; 1954, 4.1; 1955, 7.2.

The bureau's estimates were made "on the basis of state reports of motor-vehicle registrations in the early months of 1956 and information available on current trends, motor-vehicle production and other factors." They included both privately-owned and publicly-owned motor vehicles, except those owned by the military services.

Motor vehicles are expected to number 81,000,000 by 1965, the bureau said. It added, "Since the end of World War II highway use and traffic congestion have followed very closely the pattern of registrations."

Preliminary federal estimate of 1956 motor-vehicle registrations.

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1955	ESTIMATED 1956	PERCENT CHANGE 1956/1955	REGISTERED 1955	ESTIMATED 1956	PERCENT CHANGE 1956/1955	REGISTERED 1955	ESTIMATED 1956	PERCENT CHANGE 1956/1955
Alabama	834,528	904,000	8.3	206,713	217,000	5.0	1,041,241	1,121,000	7.7
Arizona	322,487	351,000	8.8	92,151	99,000	7.4	414,638	450,000	8.5
Arkansas	399,244	419,000	4.9	185,006	189,000	2.2	584,250	608,000	4.1
California	5,299,589	5,605,000	5.8	889,433	952,000	7.0	6,189,022	6,557,000	5.9
Colorado	566,909	603,000	6.4	170,499	176,000	3.2	737,408	779,000	5.6
Connecticut	811,287	842,000	3.8	109,942	113,000	2.8	921,229	955,000	3.7
Delaware	121,107	127,000	4.9	32,774	36,000	9.8	153,881	163,000	5.9
Florida	1,372,955	1,492,000	8.7	242,697	264,000	8.8	1,615,652	1,756,000	8.7
Georgia	988,079	1,010,000	2.2	250,839	262,000	4.4	1,238,918	1,272,000	2.7
Idaho	242,027	250,000	3.3	95,487	96,000	0.5	337,514	346,000	2.5
Illinois	2,858,029	2,990,000	4.6	410,369	429,000	4.5	3,268,398	3,419,000	4.6
Indiana	1,450,673	1,503,000	3.6	312,077	325,000	4.1	1,762,750	1,828,000	3.7
Iowa	970,890	984,000	1.4	223,974	230,000	2.7	1,194,864	1,214,000	1.6
Kansas	795,720	812,000	2.0	252,044	255,000	1.2	1,047,764	1,067,000	1.8
Kentucky	859,617	890,000	3.7	212,788	223,000	4.8	1,072,405	1,073,000	3.9
Louisiana	752,197	801,000	6.5	199,474	210,000	5.3	951,671	1,011,000	6.2
Maine	252,208	265,000	5.0	70,382	73,000	3.7	322,674	338,000	4.7
Maryland	803,796	840,000	4.5	134,499	139,000	3.3	938,295	979,000	4.3
Massachusetts	1,359,849	1,423,000	4.6	186,385	192,000	3.0	1,546,234	1,615,000	4.4
Michigan	2,733,358	2,802,000	2.5	380,743	395,000	3.7	3,114,101	3,197,000	2.7
Minnesota	1,116,776	1,151,000	3.1	248,087	255,000	2.8	1,364,863	1,406,000	3.0
Mississippi	451,554	478,000	5.9	184,990	191,000	3.2	636,544	669,000	5.1
Missouri	1,175,487	1,212,000	3.1	314,569	331,000	5.2	1,490,056	1,543,000	3.6
Montana	230,677	238,000	3.2	105,417	109,000	3.4	336,094	347,000	3.2
Nebraska	505,239	513,000	1.5	156,791	158,000	0.8	662,030	671,000	1.4
Nevada	94,505	102,000	7.9	29,163	32,000	9.7	123,668	134,000	8.4
New Hampshire	173,689	180,000	3.6	38,763	39,000	0.6	212,452	219,000	3.1
New Jersey	1,807,071	1,870,000	3.5	253,892	261,000	2.8	2,060,963	2,131,000	3.4
New Mexico	251,587	258,000	2.5	88,619	91,000	2.7	340,206	349,000	2.6
New York	4,131,794	4,290,000	3.8	510,934	529,000	3.5	4,642,728	4,819,000	3.8
North Carolina	1,146,033	1,200,000	4.7	291,144	305,000	4.8	1,437,177	1,505,000	4.7
North Dakota	209,899	212,000	1.0	98,700	101,000	2.3	308,599	313,000	1.4
Ohio	3,097,763	3,190,000	3.0	428,186	438,000	2.3	3,525,949	3,628,000	2.9
Oklahoma	761,129	792,000	4.1	264,659	267,000	0.9	1,025,788	1,059,000	3.2
Oregon	727,532	760,000	4.5	74,912	75,000	0.1	802,444	835,000	4.1
Pennsylvania	3,208,177	3,345,000	4.3	529,083	545,000	3.0	3,737,260	3,890,000	4.1
Rhode Island	270,235	279,000	3.2	37,913	39,000	2.9	308,148	318,000	3.2
South Carolina	638,124	666,000	4.4	144,063	151,000	4.8	782,187	817,000	4.5
South Dakota	237,873	240,000	0.9	87,341	89,000	1.9	325,214	329,000	1.2
Tennessee	925,292	955,000	3.2	243,003	244,000	0.4	1,168,295	1,199,000	2.6
Texas	3,052,093	3,125,000	2.4	816,889	834,000	2.1	3,868,982	3,959,000	2.3
Utah	269,365	282,000	4.7	66,792	71,000	6.3	336,157	353,000	5.0
Vermont	120,589	124,000	2.8	15,718	16,000	1.8	136,307	140,000	2.7
Virginia	1,019,586	1,072,000	5.1	223,336	233,000	4.3	1,242,922	1,305,000	5.0
Washington	935,977	975,000	4.2	227,567	235,000	3.3	1,163,544	1,210,000	4.0
West Virginia	429,664	442,000	2.9	122,674	127,000	3.5	552,338	569,000	3.0
Wisconsin	1,138,489	1,180,000	3.6	247,442	253,000	2.2	1,385,931	1,433,000	3.4
Wyoming	118,529	121,000	2.1	55,060	57,000	3.5	173,589	178,000	2.5
Dist. of Col.	173,873	175,000	0.6	23,178	24,000	3.5	197,051	199,000	1.0
TOTAL	52,173,234	54,300,000	4.1	10,587,161	10,975,000	3.7	62,760,395	65,275,000	4.0

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor vehicle registrations in the early months of 1956, and information available on current trends, motor vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown for 1955 are from table MV-1, 1955.

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Get Ready for Big Market Coming, Benson Ford Says to Tennesseans

BENSON Ford, vice-president of Ford Motor Co. and chairman of its dealer policy board, urged automobile dealers to start making long-range plans for a 60 to 70% peak increase in their business within the next ten years.

Addressing the Tennessee Auto-



Vice-President Ford

motive Association convention at Gatlinburg Oct. 2, Ford said:

"Despite the efforts of manufacturers to prepare for production battles in a larger market, we shall not obtain the full potential benefits of that market unless automobile dealers move concurrently to prepare to handle the customers of the future."

Ford said car markets in the next decade are "reasonably certain" to grow to an 8½-million-unit normal annual volume, with a peak as high as ten million units, and warned the dealers that "expanded facilities and increased capital are not something you can produce overnight."

He said the benefits of increased sales will go to the dealer "who moves resolutely now to do the things that need to be done to prepare his dealership for the bigger markets ahead." He added:

"If the dealer develops a close and cooperative working relationship with his factory; if he builds for himself respect, good-will, confidence and esteem in his community, and if he begins to prepare now for adequate facilities and operating capital, I just don't see how he can miss."

Ford pointed out that industry growth also depends on improved dealer-factory and dealer-customer relations.

"I might as well serve fair warning on you dealers for other makes," he said, "we at Ford are not going into future competitive battles under any internal handicaps. We are determined to do all that we can to insure that neither we nor our dealers are hampered by any friction in our dealer-factory relations."

Referring to recent legislation regulating dealer-factory relations, Ford said he was "sorry that a political solution to the problem was sought.

"Laws are essentially negative and repressive. Our relationship must be positive and affirmative. It demands a willingness on the part of both parties to cooperate freely in working toward a mutually beneficial goal."

He said his company's four-man dealer policy board was organized last spring to establish better communications and improved relations. He described it as "a high-level board, without sales responsibility, and answerable only to the company's executive committee and board of directors."

In the field of dealer-customer relations, Ford said he believed that service was the key to improvement.

"If a dealer is scrupulously honest and fair in his dealings; if he and his employees are friendly, pleasant and courteous; if his service is prompt and thorough, and if he delivers what the customer pays for, that customer will be fully satisfied."

"Tribute" to Bootleggers

The Dearborn executive "paid tribute" to the bootlegging industry in eastern Tennessee which has become nationally known. Said he early in his address:

"We have had our assembly plant in Memphis for a long time, and will shortly have our new glass plant at Nashville turning out acres of glass.

"I imagine that if we ever come up with a car that runs on alcohol we will probably put up a plant here in the East Tennessee mountains. I hear you have some technicians over at Cosby who have done some rather interesting research in alcohol."

Wilkening Co. Leases Additional Space

WILKENING Mfg. Co. has leased a one-story building of 65,000 square feet in W. Philadelphia from Harry C. Lieberman Sons.

W. E. Wilkening, president of the company, stated that the additional space was another move in plans for expanding replacement sales of piston rings.

Each year the car manufacturers lower and widen their new models. This year the change will be especially dramatic. Note the typical example portrayed here—the 1957 Dodge, which is to be only 54½" high.





Members of the United Motors Service Distributors' Council held a three-day meeting in Detroit and exchanged views and discussed merchandising plans with Roland S. Withers, United Motors general manager, Edward L. Lape, general sales manager, and other UMS executives. Among Southerners attending the conference were C. M. Scates, Ozburn, Crow & Yantis Co., Memphis, Tenn.; John Reynolds, Straus-Frank Co., Houston, Texas; James C. Parker, Sharp Automotive Supply Co., Chattanooga, Tenn.; Gordon E. Johnson, Auto Spring and Bearing Co., Roanoke, Va., and Wallace D. Craig, Craig Motor Service Co., Fairmont, W. Va.

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Georgians Name Paul Used-Car President

CAREY Paul of Atlanta is the new president of the Georgia Independent Auto Dealers Association.

Others elected included Pete Hudson of Savannah and Paul Bennett of Augusta, vice-presidents; R. G. Mosley of Atlanta and J. H. Posey of Columbus, secretary and treasurer, respectively.

Two Southerners Make DeSoto's Top Ten

Two southern firms were named among DeSoto's top ten dealers throughout the nation for August.

Named to third place was Stewart Motors, Inc., Baltimore, Md. St. Louis Motors, St. Louis, Mo., was named to ninth place.

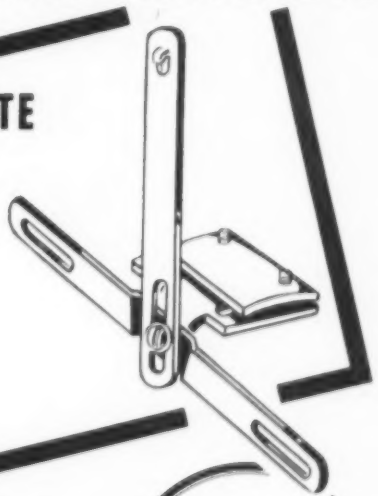
Ford Sends Harman to Memphis

Richard P. Harman, formerly executive assistant to Ford's western regional sales manager at San Francisco, has been named Memphis district sales manager. He succeeds C. H. O'Donohue, who was recently transferred to Chicago.

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Texan Reveals How He Reshaped for Profit

By JOHN NASH
Capitol Chevrolet
Austin, Texas

Text of a panel address on "Absorption" at the annual convention of the Texas Automotive Dealers Association at Austin Sept. 23-25.

SEVERAL months back we suddenly realized that we were concentrating so hard on our new-car sales that we were plain neglecting that backbone of our dealership, the parts and service departments, and our absorption picture had dropped to almost an all-time low.

This word "absorption" is something that I would like to define. Webster says the act or process of absorbing or being absorbed. Yes, gentlemen, is your parts and service absorbing your expense, or will you have to sell five, ten, 15 or 50 more cars a month in order to keep from being absorbed?

Some companies and manufacturers state that a dealer's salary should not be included in figuring absorption. His salary should be included, even if it is a partnership, proprietorship, or corporation. Also, some dealers do not include depreciation on equipment, rent and insurance until the end of the year. I do not feel that this is the true feeling of absorption, for this is truly a monthly expense and I feel they are only fooling themselves.

We Used NADA Table

After much discussion with department heads, I pulled out a suggested table of organization which had come through the mail from NADA, which any dealer could make applicable to his own organization or situation.

In doing this, I took our entire payroll and applied it to this table of organization, which showed me very readily that we were overstaffed in many departments for the amount of work we had been turning out over a period of the past several months. After obtaining this information, I called in each department head, and after going over their entire manpower operation with them, we had a picture we could see.

We were able to eliminate some personnel and change other personnel who had been carried on a salary, to a commission basis, to where, in the service department, the non-productive personnel, such as service salesmen, clerical and porter personnel (as we call our 21, 22, 23 and 24 accounts) would not exceed 20% of the sales per month and the parts department would not exceed 8% of their sales per month.

We also eliminated specialization in our service department, except for three operations—front-end mechanic, brake mechanic and radio man. We also installed a tool room man who handles all automatic transmissions, overhauls and valve grinding, which gives our machinery much longer wear; stones and other miscellaneous items are cut to a minimum. There is no other specialization in our service department. Formerly, we had one for motor tune-ups, transmissions, etc., and as a result we were a complete specialist organization. No one could do anything that anyone else could do and sometimes a car would be changed from one mechanic to the other as many as six times in order to have the work completed on it. This was definitely a big expense.

Manpower Cut to Average

We cut our manpower to what an average, and not the maximum or peak, volume would be in a day's operation.

By cutting a lot of miscellaneous items (things being bought in quantity in order to get a discount and then being set out in open drums to ruin before they were used up, such as hand soap, etc.), also unnecessary advertising and other such expense items that were being used in our service department, we were able to bring our expenses in line with what we felt would give us more volume with much less expense.

We also took our miscellaneous shop items and put them in the parts department, and they are now being charged out on the job estimate and repair orders, such as solder, lead, paint, etc. These are put right into the estimate so that we no longer absorb all of these items, but they are set out in the materials used.

As an example of our buying now, last month I saw two light bulbs out in the service department and told my service manager to get them replaced. That was on the 30th of the month—he told me he could not until the first of the month, that he was up to his quota for the month. In other words, each department head has an expense quota, as well as a volume quota each month.

We solicited the assistance of the new- and used-car departments to help us sell the parts and service departments (to the public). To sell every customer on the idea to bring his car back to us for all of his repairs. We want their business and we welcome their business and want to continue to serve them as a service organization.

Complaints Handled Faster

Our complaints are being handled much faster and with less confusion than they were previously. (However, anyone who has the answer of eliminating complaints from the service department, I would deeply welcome their solution to this problem). Everybody is profit-minded and service-minded; without either the other cannot survive for long. Everybody now has a job, not a position. He has an assignment every day.

By taking these steps we were also able to help the new-car department by cutting its make-ready expense and servicing expense by $10.38 per new unit sold. We found salaried personnel in the new-car department were costing us more than it would cost to handle through the service department and the mechanic handling all of the comebacks on the work he did not do properly in the new-car make-ready.

Needless to say, we are all very excited about our new operation in parts and service. Our volume in the service department has increased better than 20% and volume in parts has increased better than 19%, and we believe we can continue to increase sales in our parts and service departments, giving more profit for ourselves and more profit for our personnel.

We can now sell less units and make more money and, after all, that is what we are in the business for.

In February, we were being absorbed. Today, we are in the process of absorbing our company's expenses.



These company executives were on hand—as were the governor and other high state officials of Georgia—when Monroe Auto Equipment Co., Monroe, Mich., dedicated its 100,000-square-foot plant at Hartwell, Ga., last month. They are (l. to r.): H. J. Althaver, assistant treasurer and assistant secretary; George M. Streicher, vice-president in charge of manufacturing; Charles S. McIntyre, executive vice-president; C. J. Smith, vice-president in charge of engineering; B. D. McIntyre, president and general manager; J. M. Nickelsen, director; W. D. McIntyre, executive vice-president and treasurer; R. R. Meyer, master mechanic and director; George J. Henrich, vice-president in charge of purchasing; C. S. McIntyre, III, secretary, and Willard I. Webb, Jr., a director. Several thousand persons attended the all-day ceremonies at Hartwell.

Industrial Expansion Aids Future, Colbert Asserts

INDUSTRY'S long-range expansion plans and recent record investments in new plants and equipment are bolstering the nation's general confidence in the future, L. L. Colbert, president of Chrysler Corp., told the Texas Mid-Continent Oil and Gas Association's annual meeting at Houston Oct. 3.

Colbert declared that present-day management "has come a long way from the storm-cellar philosophy of a generation ago when the tendency was to retreat and retrench at the first sign of bad weather.

"The importance of confident long-range capital investment as a stabilizing and dynamic force in our economy has been demonstrated this year very clearly," Colbert said.

"With some very important segments of the economy, including the automotive industry, producing at lower rates than in 1955 and reducing their short-term expenditures, industry as a whole (again including the automotive industry), went right on building and equipping plants at the highest rate on record.

"It was this investment, more than any other single factor, that enabled the economy to make its 'rolling adjustment' and go on to set new highs in national production and income," he added.

Colbert said a new understanding by government as to what can be accomplished by liberalizing depreciation allowances on new plants and equipment is one of the principal reasons for the continued high capital investment by industry.

He emphasized that "this new understanding is not the exclusive possession of either political party" in tracing its influence in World War II to expand defense facilities down to the present day.

"A modern industrial organization plans its future years in advance and backs those plans by putting money on the line for research and development and for new plants and equipment," Colbert said.



Texas Garagemen Convention Okays State-Wide Register of Mechanics

ONE hundred and fifty delegates of the Independent Garagemen's Association of Texas met for an off-election convention in Fort Worth Sept. 29-30 to endorse a state-wide plan to register automobile mechanics and request voluntary funds from local chapters to speed up the association's legislative program.

With active groups in 22 principal Texas cities now steadily gaining strength, the association welcomed ten new chapters and immediately completed plans to enroll the remaining cities with five or more independent garagemen eligible for membership.

A two-day affair which included business sessions on Saturday and Sunday and a dinner-dance sandwiched between, the convention was one of the busiest ever held by the association. Ivanhoe Followell, attorney for the Fort Worth chapter, was the principal speaker.

Henry Rose, San Antonio, who presented the plan to register mechanics, explained that it was not an attempt to classify, license or grade mechanics. "Rather, it is the first step in an effort to furnish our local association offices with employment information and to encourage our mechanics to upgrade themselves by gaining new skills," he added.

The plan to register mechanics has been used successfully by several local chapters for some time. This is the first attempt, however, to make it statewide. Responsibility for carrying out the program will still rest with the local chapters, but a central file will be kept in the association's state offices in Austin. A minimum of 3,000 mechanics will be issued cards before the program is complete.

Slowed for several months by an expansion program and a lack of funds, the legislative program was given a big boost when three chapters—Temple-Belton, Fort Worth and Beaumont—announced that they had already made sizable contributions. Several other chapters pledged support.

Confident that they now have the largest state association of garage owners in the nation, delegates officially welcomed Wichita Falls, Corpus Christi, El Paso, Big Spring, Tyler, Paris, Gainesville, Denton, Sherman-Denison and San Angelo as chapters. Moving along in high gear, the association's expansion program is under the direction of Byron Albright, Dallas, who closed his shop to take over the job as field director last April.

Other cities with chapters are Austin, Beaumont, Dallas, Fort Worth, Galveston, Houston, Killeen, Longview, Port Arthur, San Antonio, Temple-Belton and Waco.

Delegates voted to hold their 1957 fall convention at the Buccaneer Hotel in Galveston during the last weekend in September. Dates for the spring election convention have already been set to coincide with the Southwest Automotive Show in Dallas.

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'57 DeSoto Tires End Need for "Spare"

WITH its new 1957 line DeSoto exclusively introduces a new Goodyear tire that contains its own "spare."

A three-T nylon captive-air tire features independent double air chambers for added safety and precludes need of the traditionally necessary "spare," plus giving added blowout or puncture protection. Tire can carry cars at legal speeds for more than 100 miles, if necessary after damage, to a service point, engineers said.

Chrysler May Erect Training Centers

PERSONNEL training centers for dealers, salesmen, mechanics and others may be erected by Chrysler Corp. in 18 localities similar to the facility now in Detroit.

Byron J. Nichols, vice-president and general sales manager of Dodge Division, revealed at Memphis that a center would go up there. Plans call for one at Atlanta, no doubt in Texas and possibly Norfolk, among other sites.

Corporation executives at Detroit told SOUTHERN AUTOMOTIVE JOURNAL, however, that the announcement was premature and that the appropriation had not been approved. Centers reportedly would cost about $3,000,000 each.

"Hotter" Price Predicted On Air Conditioners

AN ASSERTION that "I wouldn't be surprised if by the end of this calendar year we will have an air-conditioning unit selling, installed, on the market for not more than $250" came early this month from the chief engineer of one of the car factories.

In talking informally at Detroit with editors of SAJ, he visualized an adaptation of a heat pump, wrapping coils around the exhaust or other means of getting additional heat for a heat exchanger to step up efficiency of the pump, in order to have a more simple and yet efficient air-conditioning system.

Associates Discount Opens Two Southern Branches

ASSOCIATES Discount Corp. has opened branch offices in Newport, Ky., and Parkersburg, W. Va., according to Robert L. Oare, chairman of the board.

Albert J. Wellen is manager of the Newport office and Clarence E. Hamill has charge of the Parkersburg branch.

Branch offices in Lakeland, Fla., Gainesville, Ga., and West Palm Beach, Fla., are in new sites.

Harper Johnson Dies At Montgomery

A. HARPER Johnson, one of the veterans in the southeastern aftermarket world, died Oct. 2 at a Montgomery, Ala., hospital. He suffered a cerebral hemorrhage and died without regaining consciousness.

He was president of the Automotive Wholesalers' Association of Alabama in 1947 and 1948 and long had been chairman of its legislative committee. His firm of Johnson Tire & Supply Co. at Montgomery has been in operation for many years. Among the survivors are his widow and son, Harper, Jr., the latter having been active in recent years in the company.

West Palm Beach Elects

The Automobile Dealers Association of West Palm Beach (Fla.) has elected Bruce Strong, Bruce W. Strong, Inc. (Chrysler-Plymouth), president; Doug Stewart, Stewart Pontiac, Inc., vice-president, and Fred O. Dickinson, Jr., secretary-treasurer.

Several years ago the company held the Kaiser-Frazer franchise also in Montgomery.

New Suspension Work Assigned to AC

AC SPARK PLUG Division of General Motors announced this month the formation of an engineering group to develop pneumatic-powered components for the automotive industry. (SAJ editors learned in Detroit this month that a new air suspension system could be expected on some 1958 GM models.)

Martin J. Caserio, AC chief engineer of automotive products, said the future potential of components powered by air in making car travel safer, more comfortable and convenient led to the establishment of this new engineering section.

Caserio also revealed that significant strides already made by AC engineers in developing pneumatic components show promise of being ready for production in the near future — possibly late next year.

"Air is nature's best cushion," Caserio said, "and, properly adapted, it can add immeasurable comfort and safety to passengers. It also has the advantage of being quiet in operation, economical to use, easily controlled and provides a flexible source of power."

Executive in charge of the pneumatic systems engineering section, Gordon W. Harry, has been responsible for the design of various AC pneumatic components now in production.

Eaton Mfg. Co. Names Virden President

JOHN C. Virden, a director of Eaton Mfg. Co. for the past ten years, has been elected president, effective Jan. 1, Chairman of the Board Howard J. McGinn has announced.

Virden will succeed McGinn, who was elected president in 1951 and has occupied the dual positions of chairman and president since the retirement of C. I. Ochs from the chairmanship early this year.

Sanford Floridians Elect

The Sanford (Fla.) Automobile Dealers Association organized last month and elected W. F. Hunt, Hunt-McRoberts, Inc. (Lincoln-Mercury), president; W. R. Willis, Willis Pontiac, vice-president, and K. C. Reimann, Reimann Motors, Inc. (Chrysler-Plymouth), secretary-treasurer.





Dodge Adds 19 Dealers Over the South

ADDITION of 19 new dealers in the South and Southwest, three of them exclusives, has been announced by Dodge Division of Chrysler Corp.

Exclusively handling Dodge passenger cars and trucks are Myrick Motors, Inc., Dallas, Texas; Honest Aubrey Dodge, Port Arthur, Texas, and Lander Dodge, Waxahachie, Texas.

Handling Dodge and other Chrysler products are Saldana Motor Co., Hebbronville, Texas; A & M Motor Co., Martin, Tenn.; Clayton Motor Co., Tallapoosa, Ga.; Ping-Vetsch Motors, Bastrop, La.; Gayle Graves Dodge-Plymouth Co., Trenton, Tenn.; The Tri-County Motors Co., Laurel, Md.; Nick Pappas, Inc., St. Louis, Mo.

Also, L. S. Kelley Motors, Heber Springs, Ark.; Al Johnson Motors, Ft. Pierce, Fla.; Candor Motors, Candor, N. C.; Wallace Dodge-Plymouth Co., Wallace, N. C.; Paul H. Taylor Motors, Inc., Walterboro, S. C.; Western Kentucky Recappers, Inc., Owensboro, Ky.; Kilgore and Coldwell Motor Co., Eskridge, Kan.; Duke Motor Co., Inc., Dickson, Tenn., and C. B. Flinn Motors, Olive Branch, Miss.

Altogether, Dodge's announcement revealed the franchising of 42 firms, of which 11 will handle Dodge products exclusively in their areas.

Other new dealers were situated in areas outside the southern and southwestern states.



H. D. Tompkins (center), vice-president of The Firestone Tire & Rubber Co., has been elected chairman of the Inter-Industry Highway Safety Committee. Shown with Tompkins are Charles C. Freed (right), past president of the National Automobile Dealers Association and a DeSoto-Plymouth dealer in Salt Lake City, Utah, who is the new vice-chairman, and M. R. Darlington, Jr., managing director. Walker A. Williams of the dealer relations council of Ford Motor Co., was named secretary-treasurer. New board members elected were Roy A. Abernethy, vice-president of American Motors Corp., and Joseph A. Abel of Rutland, Vermont, first vice-president of National Tire Dealers and Retreaders.





Young Executives to Hear President of Jaycees

WENDELL Ford, president of the U. S. Junior Chamber of Commerce, will address the opening session of the Young Executives program to be held in connection with the 40th annual NADA convention in San Francisco Jan. 26-30.

Ford, a native of Owensburg, Ky., will open the two-day session Jan. 29. Following his speech, a conference dealing with some phase of retail automobile selling will be held.

Highlighting the afternoon session will be a talk by J. Roger Deas of San Francisco, director of public relations for American Can Co., followed by another business session. Plans for the second day have not been announced.

Reservations have been pouring in for the NADA convention itself, with space in some hotels tight.

Carl E. Fribley of Norwich, N. Y., is president and Frederick M. Sutter of Columbus, Ind., is first vice-president. Allan Mims of Rocky Mount, N. C., is NADA's treasurer.



Palo Duro Canyon in the Panhandle is the subject of an original color picture, by famed color photographer Ivan Dmitri, here being presented to Texas Governor Allan Shivers (left) by Alan G. Rude, executive vice-president of Universal C.I.T. Credit Corp. The presentation was made at a luncheon of the annual convention of the Texas Automotive Dealers Association. Picture is part of CIT's advertising campaign designed to promote tourist travel to Texas and other states. The governor predicted that traffic on major highways in the future would be controlled by some form of atomic device to reduce the automobile accident toll. He said the state would spend about $256,000,000 in the 1957 fiscal year on highway and bridge construction and maintenance, compared with $196,000,000 in the 1956 fiscal year which has ended.

TYPICAL TRAMCO SUB-ASSEMBLY REPAIR KIT



FOR HYDRAMATIC



ANNULAR PISTON EXPANDER AND SEAL KIT

1956 CATALOG AVAILABLE

Our Products are "Transmission Engineered" and identified by the big T

TRAMCO INDUSTRIES, INC.

43 WEST 61st ST., NEW YORK 23, N. Y.

EARN BIG PAY

Earn While You Learn

DIESEL MECHANICS, AUTO MECHANICS WELDING, BODY AND FENDER REPAIR

Train in our modern shops.
You learn with tools on real equipment.
Master a trade with a real future.
Many of our graduates earn $100 per week and up.

THOUSANDS OF MECHANICS NEEDED!

*50,000 NEEDED

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

*Southern Automotive Journal for January, 1956

- DAY AND NIGHT CLASSES APPROVED FOR VETERANS
- WRITE FOR FREE BULLETIN DEPARTMENT NO.7

NASHVILLE AUTO-DIESEL COLLEGE

226 7th Avenue, North, Nashville 3, Tennessee

Chief of Olds Okays Dual Franchises

DUAL franchises held by some Oldsmobile dealers "are very satisfactory to us. We are happy with the situation as it is," GM Vice-President and General Manager J. F. Wolfram of Oldsmobile Division told SOUTHERN AUTOMOTIVE JOURNAL at an Atlanta press conference Oct. 3.

The 3,800 Olds dealers represent a figure which has been constant over the last five years, he said, "and we see no reason for changing this in the future."



Vice-President Wolfram

He cited figures showing Olds' penetration in the medium-price field was 23.6 in the Southwest and 23.1 in the Southeast, compared with 21.8 nationally.

Excluding station wagons, 67% of '57-model production is planned to go into hardtops, he said.

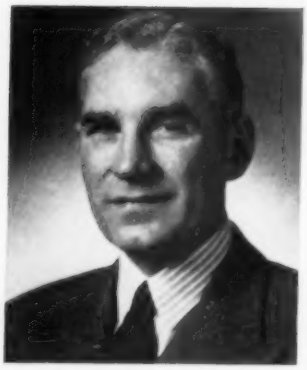


A gentle tap against the heel of a shoe (recommended every 5,000 miles) and Chrysler's new micronic air cleaner is ready to go again. Replacement of the paper filter cartridge is recommended every 15,000 miles for full efficiency.

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Phil Rozelle Takes Bride

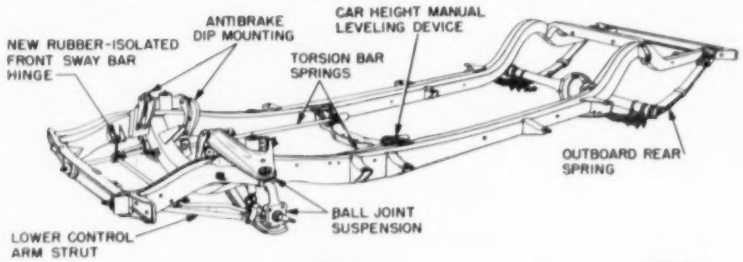
Philip G. Rozelle, who retired this year as southeastern public relations manager of General Motors and a bachelor his first 64 years, married Mrs. Ann Gaines of Minneapolis, formerly of Oklahoma City, last July in First Lutheran Church, Oklahoma City, friends learned in Atlanta this month. They will probably live in Puerto Rico, but the present mail address is 230 N. Michigan Ave., Chicago.

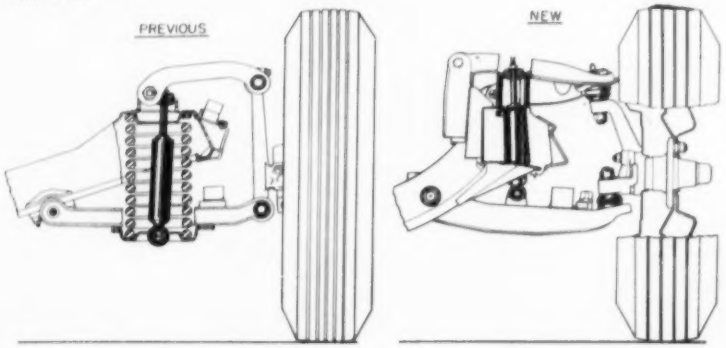


Because of the expected increase in demand in '57, American Motors Corp. announced this month the appointment of J. W. "Jim" Watson to head up the sales of Metropolitans—the small car it has been merchandising the last several years. Watson was originally with Nash and has continued with American Motors under the consolidation.

●

Top below: Torsion-Aire suspension, standard on all '57 Chrysler Corp. cars, virtually bars nose "diving" when brakes are applied severely and provides stable cornering instead of leaning on curves. By using rubber at key points, vibration, shock and noise are minimized. Bottom diagram below shows Chrysler's new simplified ball joint front suspension.





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STEAM CLEANERS
Ewing the "original" low-price Steam Cleaner!
NO MOVING PARTS

Quick, dependable supply of steam or warm water in 2 minutes. For cleaning jobs or wash rack. Solution does not pass through coils. Economical to operate.
Improved Model C shown has 80-gallon per hour capacity. Operates on any type gas. Fully automatic. NO MOVING PARTS. $434.50. Other Models up to $1464.75. 10% down, up to 36 months on balance.



America's most complete line of oil and gas operated steam cleaners for 30 years.
EWING MANUFACTURING CO.
Box 875 Oklahoma City, Okla.

Miamian's Free Employment Service Harvests Only Calls for Mechanics

A FREE "help wanted" and "employment wanted" service, offered in its monthly house organ, hasn't produced much other than calls from customers seeking good mechanics, Berner-Pease, Miami, Fla., reported last month.

The firm's announcement in its publication stated:

"As a result of some business places' closing, change of ownership, etc., topnotch mechanics are sometimes available.

"If you are temporarily unemployed, we suggest you call us. Your name will be made available to persons asking for additional help.

"Or if you are in need of a good mechanic, a call to us may fill your exact needs.

"This is another free service offered by Berner-Pease."

Reported August G. Schultz of the company last month:

"We have accomplished very little with our free employment service so far. It seems all calls have been from people wanting to hire good mechanics, and apparently no calls from mechanics wanting to change jobs.

"I do feel that we can render this service to the trade and make many new close friends by doing so. It no doubt will require some time for mechanics to start talking and look to us for help."

Old Timers' Elliott Dies

Frederick H. Elliott, executive vice-president of the Automobile Old Timers, died last month at his home in New York. He founded the organization in 1939.

GM Has 639,509 Shareowners

The number of General Motors shareowners reached a new high of 639,509 in the third quarter of 1956, President Harlow H. Curtice announced. The half-million mark was reached in the first quarter of 1955 and the 600,000th shareholder became a member of the GM family on March 16, 1956.



Appointment of Joseph E. Bayne as a member of Ford Motor Co.'s dealer policy board has been announced by Benson Ford, vice-president and chairman of the board. Bayne had been general sales manager of the Mercury Division since 1947. At one time he was sales manager of Plymouth. George S. Coats, formerly assistant general sales manager, has succeeded Bayne at Mercury.

MAN ALIVE! 6 for 5

SPECIAL—two months only.

BUY FIVE . . . GET THE SIXTH ONE FREE

Dealers, MAKE 50% PROFIT with this special get acquainted offer on Two Pyroil products for garage, service stations, shops, farms.



PYROIL "P" Penetrating Oil—Lab tests prove it loosens stuck nuts and bolts 5 times easier. Dissolves rust and corrosion, lubricates, eliminates squeaks. Contains super lubricating graphite. Polarized to cling to metal. Deodorized, packed in 8 oz., pint and quart cans with self-contained, reversible plastic spout for easy application. Also available in 3 oz. household size.

PYROIL "M" Multipurpose Lubricant—The finest quality, graphited super lubricant. It's polarized to cling to metal, protects always. Not affected by heat or cold . . . packed only in 3 oz. cans.



Pyroil "M" and "P" 3 oz. cans are packed 12 to a display carton.

LIST PRICE PER CAN	3 OZ.	8 OZ.	PINTS	QUARTS
Pyroil "P"	30¢	75¢	1.25	2.25
Pyroil "M"	30¢	—	—	—

DEALERS MAKE 50% PROFIT

Dealers: Buy 5 get the 6th one free
STOCK up on these items now . . .

The Pyroil Company, Inc., Dept. H-10, La Crosse, Wisconsin, USA
Toronto, Canada

PYROIL SUPER LUBRICANTS + WORLD FAMOUS SINCE 1929

"$15,000 a year SERVICING RADIATORS!"

— HERMAN BRIDWELL, TWIN FALLS, IDAHO

"In 7 months I was doing over $1,300 a month! I will exceed $15,000 my first year."



MANY MAKE OVER $10,000 A YEAR! "After 3 months we are doing $850 per mo. in radiator work and increasing all the time"—Robbins Motor Co., Marlow, Okla. "Now going at rate of $18,000 a year," says Clough, Storm Lake, Ia. You, too, can do this well!

20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, cooling capacity decreased, radiators will require more service than ever! Get your share of this huge profit potential—now!

Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertises nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon for Free Book today.

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World's Largest Manufacturer of Radiator Servicing Equipment
"SOLD EXCLUSIVELY BY MAIL"

FREE TRAINING SCHOOL
Factory school trains you or your man quickly. Cleaning, repairing, recoring, pricing, everything! FREE to Inland customers.

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Please send new free book, "Blueprint for Profits."

FIRM _____
(PLEASE PRINT)
ADDRESS _____
CITY _____ ZONE ___ STATE _____
BY _____ TITLE _____
If dealer, make of car sold _____
Are you now operating a radiator shop ☐ Yes ☐ No

Advance Planning and New Equipment Raised Texan's Customer Labor 25%

ADVANCE planning of buildings, location of departments within the buildings and modernization of equipment throughout have made it possible for the Weaver Spring and Bumper Co., Dallas, Texas, to increase volume of customer labor by 25% since occupying new quarters some months ago.

B. A. Pierce, general manager, says central parking facilities and ease of moving cars and trucks in and out of departments account for increased business as much as increased square footage.

Every structural detail was carefully worked out in advance. Now the firm is located on a lot 189 by 139, resulting in 26,000 square feet of space, an increase of 6,000, with 12,500 under roof. An inverted "L" gives an idea of the arrangement of offices and service buildings on three sides of the property.

Weaver Spring and Bumper Co. occupied a downtown Dallas location in a two-story building for 27 years. The firm specializes in front-end alignment, balancing and truing tires, brakes, frame work for both passenger cars and trucks, and springs. In the latter department, demand calls for the company to maintain a carload stock of raw steel from which springs are made and tempered, largely for heavy-duty transportation.

All equipment in service was modernized and $10,000 worth of new equipment was added when the firm occupied its new quarters.



South Carolinians Stage "Grass-Roots" Campaign

A UNIFIED movement toward certain legislative and business objectives at the "grass-roots" level got under way last month under the auspices of the South Carolina Automobile Dealers Association.

A total of 12 district meetings planned to cover the state and involving every dealer in South Carolina began in Florence on Sept. 11 for dealers from Chesterfield, Darlington, Dillon and Florence counties. Subsequent meetings were held in Conway, Walterboro, Charleston, Greenville, Anderson, Rock Hill, Columbia, Spartanburg, Sumter, Orangeburg and Aiken.

Officers of the association, headed by President W. E. Hancock, Jr., of Columbia, attended each meeting, bringing the proposed programs of the association for the coming year before each dealer and laying the ground work for local dealer organizations in all cities and counties not already organized.

Traveling with Hancock to the meetings were the state NADA director, J. W. Pickens of Orangeburg; SCADA Vice - President Earle Holley, Jr., of Aiken; Secretary-Treasurer Robert F. Pulliam of Columbia; Executive Secretary Ella W. Ford of Columbia; SCADA General Counsel Olyn C. Crouch, Jr., of Columbia, and Immediate Past President W. T. Rose of Union.

Clemeson and Mehring Go Up at Olds

APPOINTMENT of two assistant sales managers and a realignment of responsibilities in the Oldsmobile sales department have been announced by J. F. Wolfram, general manager of Oldsmobile Division.

Named assistant sales managers under V. H. Sutherlen, general sales manager, are George J. Clemeson, in charge of the eastern United States, and S. F. Mehring, covering the western United States.

B. N. Barber, former assistant sales manager, has been named general merchandising manager in an expansion of dealer promotional activities, and L. F. Carlson, who has been associated with the division since 1942 in various advertising, public relations and executive capacities, has been elevated to director of advertising.

Clemeson joined GM in 1941 as an insurance adjuster with Motors Insurance Corp. He was southwestern regional manager for Oldsmobile, with headquarters in Dallas, in 1949. Mehring joined Oldsmobile in 1949 as assistant zone manager in Portland, Ore. He later became zone manager at St. Louis and then midwestern regional manager with headquarters in Chicago.



George Romney, president of American Motors Corp., has been elected president of the Automobile Manufacturers Association, succeeding James J. Nance, former president of Studebaker-Packard Corp. L. L. Colbert, president of Chrysler Corp., has been named a vice-president for passenger cars; E. J. Bush, vice-chairman and treasurer of Diamond T Motor Car Co., vice-president for motor trucks; Harlow H. Curtice, president of General Motors, secretary, and J. N. Bauman, president of The White Motor Co., treasurer. Ford Motor Co. has been elected to membership in the 43-year-old trade association.

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Purdy of Dodge Retires

Lewis J. Purdy, who rose from production apprentice to vice-president of Chrysler Corp.'s Dodge Division, has retired to establish an industrial consulting firm in Royal Oak, Mich. He had been with the corporation since 1931 and headed Dodge Division's truck activities from 1945 until 1955.

"Doing Lots of Little Things Right" Pays Off for North Carolina Dealer

"DOING lots and lots of little things right" jumped the Dodge market penetration in Asheville, N. C., from 0.6% to 5.8% in four months, according to Robert C. "Bob" Perkins, vice-president and general manager of Wayne Thompson, Inc. (Dodge-Plymouth).

Perkins, former Dodge district manager for lower South Carolina, said he used "no gimmicks, no magic formula, nothing sensational, except that now I have the job of practicing the things I used to preach as district manager.

"I can't think of any single thing we've done that deserves any large share of credit for our success — or anything which I didn't previously recommend to my dealers. It's just been a case of doing lots and lots of little things right."

In order to obtain salesmen Perkins turned to television to sell and tell at the same time — sell his product and tell salesmen about opportunities offered by his company.

A change in the daily operating control system, plus a huge turnover in used cars brought about by his new-car prospecting and trading policies, account in part for the rapid growth of the company, Perkins said.

"Planning ahead in promotional activities has played a big part in our market penetration," he said. "We review performance once a month. Then we plan on what to promote for the next 30 days as to types of prospects to concentrate on, methods of contacting them and kinds of advertising."

A big saving, he explained, results from buying station time for one or two days at a set price, thus availing himself of a reduction from regular card rates.

Atlanta SAE Hears Diggs of du Pont

THE Atlanta (Ga.) section of the Society of Automotive Engineers last month heard Dr. D. R. Diggs of E. I. du Pont de Nemours & Co., Inc., speak on "The Fuel Requirements of Tomorrow's Engines."

Diggs, who is supervisor of the engine test group at the petroleum laboratory at du Pont, has engaged in research on pre-combustion reactions, fuel and lubricant performance in automotive engines and is the author of a number of technical papers in these fields.

J. A. Ewing of du Pont presented "The Single-Cylinder Demonstration Engine," using different fuels to show the importance of anti-knock quality and fuel type on knock and pre-ignition.

GM Appoints Howard Crawford

Appointment of Howard E. Crawford as director of the sales section of the General Motors distribution staff has been announced by W. F. Hufstader, vice-president in charge of the Distribution Staff. In January of this year, Crawford resigned as general sales manager of Pontiac Division and took a temporary leave of absence. He has been a member of the General Motors organization since 1930.



AUTO-TONG
(Pat. Pending)

GUARANTEED FOR ONE FULL YEAR!

Fastest, most accurate electrical tester ever developed! Tests any car or truck — perfect for every repair shop. The only instrument of its type that measures DIRECT CURRENT *accurately!*

MECHANIC'S PROFIT-MAKER!

"AUTO TONG" *pays for itself* on savings of labor costs — opens up profitable new business in electrical diagnosis! See your jobber or write direct.

- It's an ammeter!
- It's a voltmeter!
- Compact...fast ...easy to read!

Auto-Test Inc. 600 S. Michigan Ave. Chicago 5, Illinois



ELIMINATE CARBURETOR TROUBLES CAUSED BY EXCESSIVE FUEL PUMP PRESSURE

FILT-O-REG®

COMBINATION
FUEL PRESSURE REGULATOR-FILTER

*STOPS FLOODING, STALLING, ROUGH IDLING. CUTS FUEL WASTE

FILT-O-REG feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Exerts a maximum 2 lbs. p.s.i., constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions. FILT-O-REG fits in the fuel line of any make or model car, truck, tractor or stationary gasoline engine. Factory set. No adjustment necessary. INSTALL FILT-O-REG ON YOUR NEXT TROUBLE ENGINE! *Complete Satisfaction Guaranteed.*



DOES THE JOB!

NSPA

Send for Illustrated Folder or
ORDER FROM YOUR JOBBER

Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19



"Who's the manager's right-hand man around here?"

Oldsmobile Appoints Two As Regional Managers

EDWARD D. Ruth and Harvie L. Waite have been named regional managers of the Midwest and Southwest regions, respectively, for Oldsmobile Division, General Sales Manager V. H. Sutherlen announced.

Waite, former Los Angeles zone manager, will headquarter in Dallas, Texas. He succeeds George J. Clemeson. Ruth, who joined Oldsmobile in 1931 as a retail salesman, was zone manager at Charlotte, N. C., in 1951.

Robert P. Seibel, who has been assistant zone manager in Kansas City, has been appointed zone manager at Cincinnati, succeeding Francis C. McDonald.

Oklahomans May Hear Two U. S. Senators

IF U. S. Senator Joseph C. O'Mahoney of Wyoming appears before and speaks to the Oklahoma Automobile Dealers Association this month, along with U. S. Senator Mike Monroney of Oklahoma, it will be the first time for these two champions of the franchised dealer to appear simultaneously on the convention program of any state association of dealers. Dates are Oct. 21 and 22.

Roy Tant, OADA manager, said O'Mahoney had tentatively accepted an invitation, but in early September could not guarantee appearance. He is co-author of the good faith bill.

Monroney will definitely speak before the convention and when he does it will be his third consecutive appearance in three years. He is chairman of the sub-committee on automobile distribution of the senate interstate and foreign commerce committee.

Otherwise, the convention will follow an established pattern. Meetings of dealers by makes will be held on Sunday, Oct. 21. The association business meeting will convene on Monday morning and the one general session will follow a Monday luncheon.

Florida Dealers to Hear Smathers and Conner

SENATOR George Smathers and Doyle E. Conner, speaker-elect of the Florida House of Representatives, will address the Florida Automobile Dealers Association in Clearwater Oct. 21-23.

Other speakers will include Frederick J. Bell, NADA executive vice-president; Ivan L. Wiles, vice-president of General Motors in charge of dealer relations, and the Rev. Pierce Harris of Atlanta, Ga.

A "seafood jamboree" is planned for Sunday night. Universal Underwriters will entertain with a party on Monday night and the Tuesday night banquet will feature an address by Dr. Kenneth McFarland, nationally known educator and inspirational speaker.

Kentuckian Moves Up with Ford

J. Beach Williamson has been appointed executive assistant to George P. Montagnet, regional sales manager in New Orleans for the Special Products Division of Ford Motor Co. Williamson joined the Louisville, Ky., district sales office in 1940 as business management manager.

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BATTERY CHARGERS

Are Money Makers For Any Shop
because they are priced right and fully guaranteed.

A complete line of chargers. 6 & 12 Volts. Fast & Slow

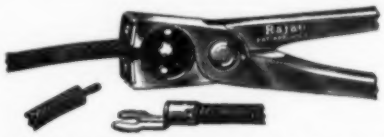
Battery Wheeler
Battery Charging Jumpers
Battery Carriers
Battery Power Units
Trickle Chargers
Stands
Warning Signals
Emergency Starting Cables

Write today for new catalog, prices and details.

BLITZ ELECTRIC CO., Inc.
5717 Wentworth Ave., Dept. B, CHICAGO 21, ILL.



RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool It strips and also crimps Rajah Terminals to Ignition Cable

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.

CARBURETOR CLEANER

COLD IMMERSION

CARBON DIGESTIVE SOLVENT

Extra heavy duty engine parts, jet turbine, diesel engine and 4 barrel carburetor cleaner



SELF-EMULSIFYING SCOURING SOLVENT

even eliminates the "elbow grease"

KIT U.S. PAT. 2,318,842

IMMEDIATE DELIVERY
1 PINT OR A TANK CAR

CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

GUNK CHICAGO CO. • CHICAGO, 38

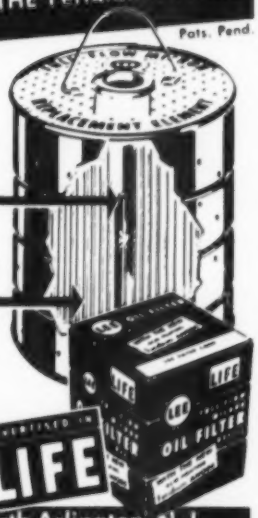
the only oil filter that REMOVES SLUDGE *AND* ACIDS!

POSITIVE FILTRATION WITH FERIDIUM

LEE OIL FILTER

WITH THE Feridium® ANODE

Pats. Pend.



AMAZING ANTI-ACID FERIDIUM ANODE COMPLETELY NEUTRALIZES DAMAGING CARBON DIOXIDE AND SULPHURIC ACID!

16 FEET OF ACCORDION-PLEATED FILTERING ELEMENT TRAPS ASPHALT AND CARBON AS FINE AS 5 MILLIONTHS OF AN INCH!

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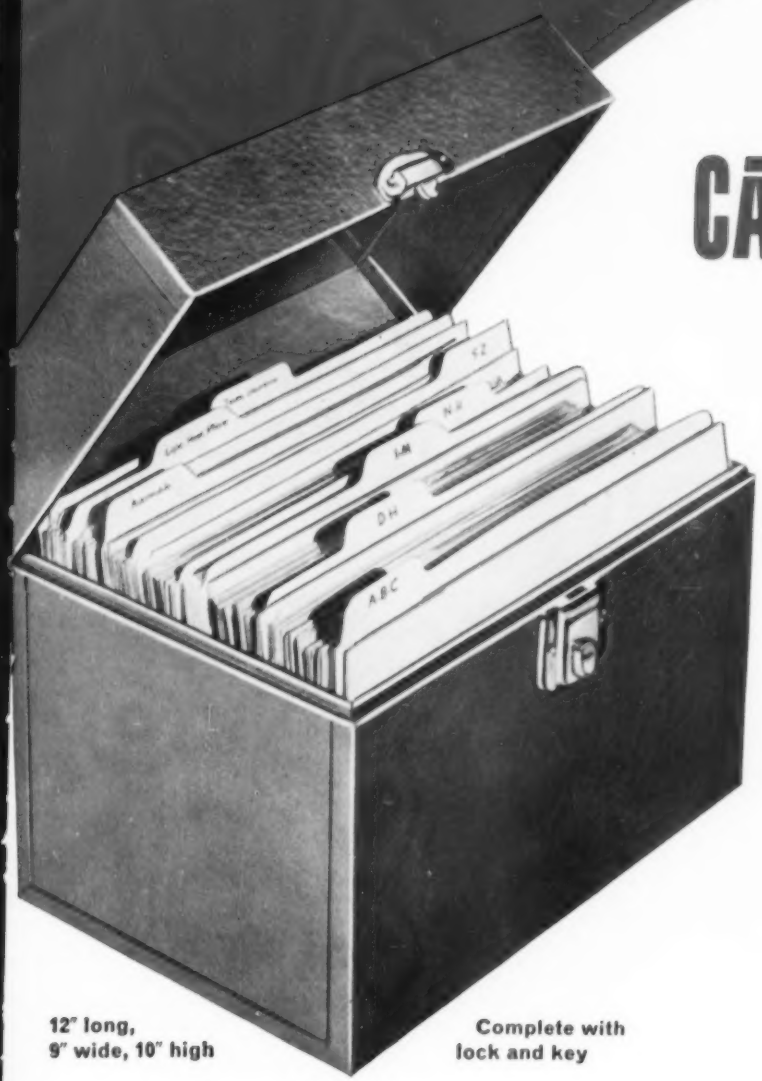
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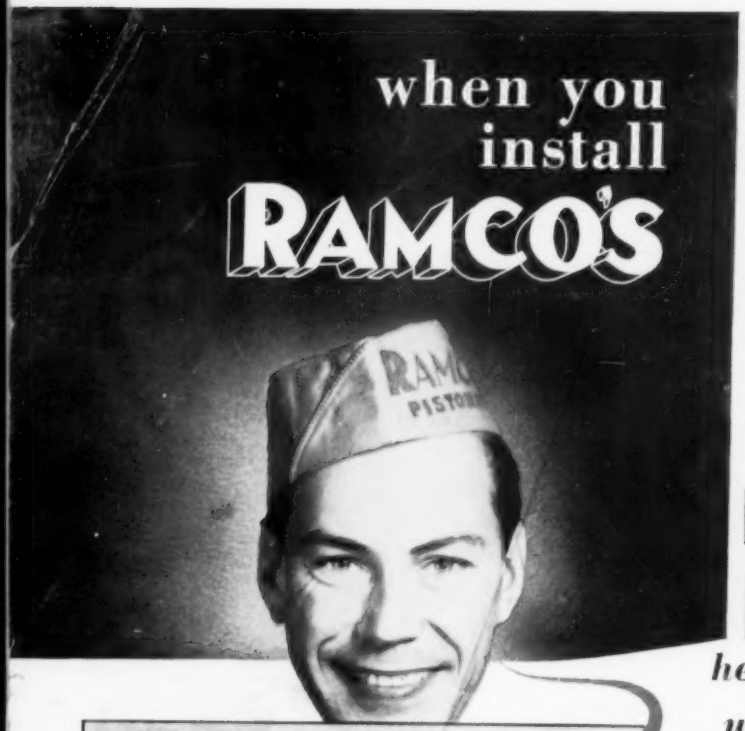
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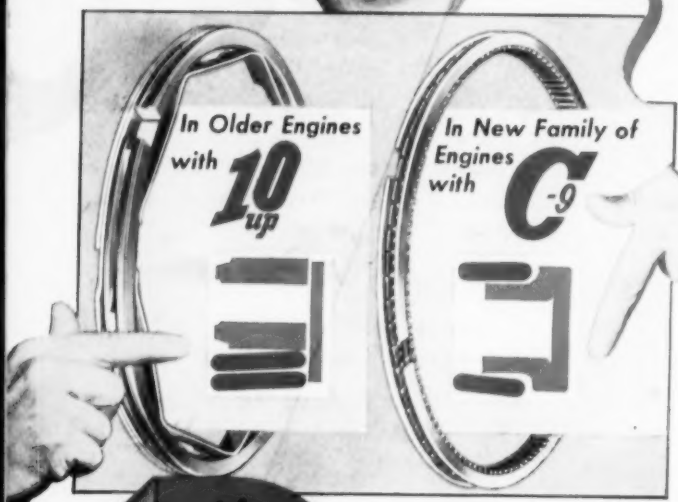
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